



TRADE NEWS

November 1, 1954

NBC RADIO NETWORK OFFERS NEW 'FIVE-MINUTE PROGRAM PLAN';
FEATURES LOW COST, MAXIMUM IMPACT, BIG FLEXIBILITY

A "Five-Minute Program Plan," a new time-and-talent "single cost" sales package offering advertisers maximum impact and extreme flexibility at low cost, has been established by the NBC Radio Network, Fred Horton, director of sales, announced today.

Details of the new plan which provides circulation at a cost of 52 cents per thousand, will be announced in trade magazine advertisements starting Wednesday, Nov. 3, under the slogan "Take Five."

The new plan enables the advertiser to custom-build a package of maximum impact for special promotions, holiday events, continuing year-round campaigns, or for specialized audiences through choice of time in both day and night periods programmed by the NBC Radio Network.

Subject matter of the new five-minute programs can range from tips for America's vacation-planning millions, through how-to-do-it hints for make-it-yourself householders, to service features of every variety of proven interest to all age and interest groups in America.

Talent available for programming includes 30 top personalities in news and special service classifications.

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COLOR TELEVISION NEWS

NBC COLOR TELECASTS

For Week (Nov. 7 - 13)

(NBC-TV Network, including WRCA-TV)

Sunday, Nov. 7, 1954

7:30-9 p.m., EST -- The third in the Sunday color "Spectaculars." Max Liebman presents FANFARE with Frank Sinatra, Judy Holliday, Steve Allen, Dick Shawn, Jacques Tati -- a television musical comedy revue.

Thursday, Nov. 11, 1954

9:30-10 p.m., EST -- FORD THEATRE -- "The Road Ahead," with Rory Calhoun, Faith Domergue and Paul Langton. Drama presents a poignant moment in the life of two young displaced persons of World War II and their adjustment to life in America.

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NBC-New York, 11/1/54

QUICK KINE BRINGS 'HOME' TO
PACIFIC COAST SAME DAY

Effective Monday, Nov. 15 NBC-TV's HOME show will be seen on the West Coast on a "quick kine" basis. Heretofore, the program has been seen there via regular kinescope with a week's delay. The change will mean that "Home" will be seen on West Coast outlets from 11 a.m. to 12 noon, PST, on the same day that the show originates in New York (11 a.m. to 12 noon, EST).

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KORTNER NAMED WESTERN EDITOR FOR 'HALL OF FAME'

Peter Kortner, former editor with the Whitman Publishing Company, has been named West Coast story editor for NBC-TV's HALLMARK HALL OF FAME (Sundays, 5 p.m., EST). Kortner will work with the show's Eastern story editor, Ethel Frank.

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NBC-New York, 11/1/54

QUICK KISS (11 A.M. TO 12 P.M.)

WEDNESDAY, MAY 12, 1937

Effective Monday, May 12, 1937

There will be a special program on the radio

on a "radio show" basis. The program

will be broadcast from the radio

station. The program will be broadcast

on the radio from 11 A.M. to 12 P.M.

on the radio from 11 A.M. to 12 P.M.

on the radio from 11 A.M. to 12 P.M.

in New York (11 A.M. to 12 P.M.)

WEDNESDAY, MAY 12, 1937

There will be a special program on the radio

on the radio from 11 A.M. to 12 P.M.

on the radio from 11 A.M. to 12 P.M.

on the radio from 11 A.M. to 12 P.M.

REC-17-100

IT'S 'HOWDY DOODY' TO A NEW SON FOR THE BOB SMITHS

Bob Smith, NBC-TV and Radio star, who left New Rochelle Hospital last week after two months treatment and rest following a heart attack, returned there this morning to greet the newest addition to his family -- a five-pound, six-ounce, boy who will be named Christopher Mayo Smith.

Bob's wife, Mildred was admitted to the hospital at 3:30 a.m., and the baby was born two hours later.

The baby was named for Mayo Smith, who early last month was named field manager of the Philadelphia Phillies baseball team.

Mayo Smith and Bob Smith are not related, but each has been godfather to the other's children. The Bob Smiths already have two sons, Robin, 12 and Ronnie, 10.

Bob is married to Mildred Metz of Buffalo, his grammar school sweetheart. The Smiths live in New Rochelle.

Before falling victim to the heart attack Bob earned wide fame as guiding light of the immensely successful children's program, "Howdy Doody," seen on the NBC-TV network five times a week. He will return to the series in the next several weeks. Bob also starred on "The Bob Smith Show" on NBC-TV and Radio five times a week before his illness. The radio show is continuing with Bob Nicholson filling in the emcee spot.

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NBC-New York, 11/1/54



color television presents

A MAX LIEBMAN PRODUCTION

'FANFARE' REVUE FEATURES TOP STARS IN SKETCHES AND SONGS
ON NBC-TV COLORCAST SUNDAY, NOV. 7, 7:30 TO 9 P.M., EST

FANFARE, the next Max Liebman live color "Spectacular," to be seen on NBC-TV Sunday, Nov. 7 (7:30-9 p.m., EST), will be a television revue with the emphasis on comedy and music. There will be no plot, no story and no theme. It will simply be a succession of musical production numbers and comedy sketches.

Stars will be Judy Holliday, Steve Allen, Dick Shawn and French comic pantomimist Jacques Tati, with Frank Sinatra as a special guest attraction.

The Sinatra portion of the show will originate in Hollywood, the rest of the show in New York. The following is a list of the musical numbers and sketches, but not necessarily in the order of presentation:

1. Introduction: Steve Allen will introduce Jacques Tati, Dick Shawn, Judy Holliday and Frank Sinatra.
2. Restaurant sketch: Judy Holliday, Steve Allen.
3. Mambo: "C'est Si Bon" dancers and singers.
4. Specialty: Dick Shawn.
5. Specialty: Jacques Tati
6. Judy sketch: Judy Holliday and Arthur O'Connell.
7. "Alexander's Ragtime Band": Judy Holliday, Steve Allen and Dick Shawn.
8. Finale..."Alexander's Ragtime Band": Entire cast of singers and dancers.

"Fanfare" will be telecast in RCA compatible color and may be seen on the nation's standard sets in high-quality black and white.

-----O----- NBC-New York, 11/1/54



TRADE NEWS

NORTHAM WARREN CORP., WITH 117 PARTICIPATIONS, IS FIRST SPONSOR TO BUY IN COMBINATION ON NBC'S 'TODAY,' 'HOME' AND 'TONIGHT'

The Northam Warren Corporation of Stamford, Conn., with the purchase of 117 participations on NBC-TV's "Today," "Home" and "Tonight," is the first advertiser to buy in combination on the three shows, Richard A.R. Pinkham, NBC Vice President in charge of Participating Programs Department, announced today.

The campaign of 39 participations on each show begins in December. With the purchase, Northam Warren, manufacturers of Cutex, becomes the third charter client on "Tonight." The order was placed through J.M. Mathes, Inc., of New York.

"Today," starring Dave Garroway is seen Monday through Friday (7-9 a.m., EST and CST and, 8-9 a.m., PST). "Home," starring Arlene Francis, is seen Monday through Friday (11 a.m.-12 noon, EST). "Tonight," the network's late evening show, stars Steve Allen, and is seen Monday through Friday (11:30 p.m.-1 a.m., EST).

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NBC-New York, 11/2/54

STEVE ALLEN TO STAR ON SPECIAL NBC VARIETY HOUR NOV. 9;
PAUL WINCHELL AND JERRY MAHONEY ARE FEATURED GUESTS

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Tootsie Rolls to Sponsor Single Tuesday Program

Tootsie Rolls on Hoboken, N.J., will sponsor
a special single show starring Steve Allen on NBC-TV,
Tuesday, Nov. 9 (8-9 p.m., EST).

Allen, one of the most sought after performers
in television, will have Paul Winchell and pal Jerry
Mahoney, as guests

The Tootsie Roll variety-type show will fill
the vacancy left by Bob Hope, who was originally
scheduled for the Nov. 9 date. Hope will return to
NBC-TV at the same hour Dec. 7.

Moselle & Eisen of New York is the agency.
Tootsie Rolls is also a sponsor of the Pinky Lee Show
on NBC-TV.

Allen's "Tonight" show of Nov. 9 will be seen
at the usual time, (11:30 p.m.-1 a.m., EST).

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STUNT ALIEN TO STAB ON SPECIAL SET VARIETY HOUR NOV. 21
PAUL WINCHELL AND LARRY BARNETT ARE FEATURED GUESTS

THESE BOYS TO MONDAY NIGHT'S TUESDAY PROGRAM

THESE BOYS ON MONDAY, N.Y. WILL BRING
A SPECIAL MUSIC SHOW STARRING GENE ALLEN ON WNY-TV
TUESDAY, NOV. 2 (8-9 P.M., EST.)

ALLEN, ONE OF THE MOST SUCCESSIONAL ACTORS
IN TELEVISION, WILL HAVE PAUL WINCHELL AND LARRY
BARNETT, AS GUESTS

THE THESE BOYS VARIETY-TYPE SHOW WILL RUN

THE VARIETY HOUR BY BOB HOPE, WHO WAS ORIGINALLY
CONSIDERED FOR THE NOV. 9 DATE, WHO WILL RETURN TO
WNY-TV AT THE SAME HOUR DEC. 1.

MASSIE & HART OF NEW YORK IS THE AGENCY.
THESE BOYS IS ALSO A SQUAD OF TWO FIFTY-ONE SHOW
ON WNY-TV.

ALLEN'S "TODAY" SHOW OF NOV. 3 WILL BE BROADCAST
AT THE SAME TIME, (11:30 P.M., EST.)

CAST AND CREDITS FOR PART I OF 'THE HUNCHBACK OF NOTRE DAME'
ON 'ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM'

TIME: NBC-TV, Monday, Nov. 8, 9:30-10:30 p.m.,
EST

TELEPLAY: THE HUNCHBACK OF NOTRE DAME, Part I.

AUTHOR: From the novel by Victor Hugo; tele-
vision dramatization by Alvin
Sapinsley.

CAST: Quasimodo, Bell-Ringer of Notre Dame Robert Ellenstein
Pierre Gringoire, the Poet Hurd Hatfield
Esmeralda, a Gypsy Dancer Celia Lipton
Colombe, Phoebus' Fiancee Mary Sinclair
Phoebus, Captain of Archers. Scott Forbes
Clopin, King of the Beggars. Tom Duggan
Frollo, Arch-Deacon of Notre Dame. Bramwell Fletcher
Robert d'Estoutenville, Provost. Fred Worlock
Pierrat Tourterut, Executioner of Paris. . . James Milhollin

EXECUTIVE PRODUCER: Robert Montgomery, for Neptune
Productions

PRODUCTION SUPERVISOR: Joseph W. Bailey

ASSISTANT: Hank Coleman

DIRECTOR: Norman Felton

SCENERY: Syrjala

MAKEUP: Robert O'Bradovitch

COSTUMES: Jane Burroughs

CASTING: Doris Sharp

SPONSOR: The Johnson's Wax Company

AGENCY: Carl Byoir and Associates

ORIGINATION: New York City, "live."

NOTE: Part II of "The Hunchback of Notre Dame" will be presented
Monday, Nov. 15 when ROBERT MONTGOMERY PRESENTS THE
AMERICAN TOBACCO THEATRE.

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NBC-New York, 11/2/54

| RECORDED LAUGHS AXED BY 'DEAR PHOEBE' |

Recorded laughter is out, for the time being at least, on DEAR PHOEBE, the situation comedy starring Peter Lawford and Marcia Henderson (NBC-TV, Fridays, 9:30 p.m., EST).

The procedure in the past has been to film the show, then dub in laughs on the sound track. There were some fan protests, and producer-writer Alex Gottlieb decided to eliminate the technique.

Should viewers change their minds and want the recorded laughter back, it may be re-instated.

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JOHN RUST TO ADDRESS LEGAL AID CONVENTION ON 'JUSTICE'

John Rust, co-producer of NBC-TV's JUSTICE series (Thursdays, 8:30 p.m., EST) will address the National League Aid Association which convenes in New Orleans, Nov. 9-10. His topic will be "How 'Justice' Is Done" -- the technique of producing the TV series, which is based upon true cases from the files of Legal Aid, and stars Gary Merrill as Legal Aid lawyer Jason Tyler.

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NBC-New York, 11/2/54



TRADE NEWS

November 3, 1954

VICE PRESIDENT NIXON TELEPHONES NBC TO COMMEND NETWORK
ON 'FINEST ELECTION COVERAGE I HAVE EVER SEEN'

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PRAISES 'OBJECTIVE REPORTING' OF NBC-TV AND RADIO

"The finest election coverage I have ever seen" was produced by NBC-TV, according to Vice President Richard Nixon, who made the comment in a personal telephone call to commentator Bill Henry early this morning at NBC's election headquarters in Studio 3B, New York.

Endorsing the all-night radio-TV coverage (9:30 p.m.- 6 a.m.), Mr. Nixon added, "You are to be complimented, and it is particularly excellent coverage because of your objective reporting. Also, it is the finest technical job I have seen...the split-screen method of reporting is tops."

The Vice President was referring to the NBC-developed TV wonder, a four-way split screen "editorial conference," enabling reporters in four key cities across the nation to compare results and trends while appearing simultaneously on viewers' sets. The device, perfected by a technical team supervised by NBC special events director Barry Wood, made an 11 p.m. debut during the all-night coverage and showed Bill Henry in New York, Richard Harkness in Washington,

(more)

2 - Election Coverage

D.C.; James Fleming in Chicago and John Cameron Swayze in Los Angeles. The technical men worked at top speed to present the new effect, and finally perfected it two hours before air time.

The extensive coverage was in charge of William R. McAndrew, NBC director of news. McAndrew detailed that all returns be reported as they poured in -- fast, but accurately, with no projection of figures in any way. The regional reports were handled by reporters experienced in the areas they covered, on the theory that "a local reporter is better than any far-away statistician or mechanical device."

Prognostication and trend-following was left to Joseph F. McCaffrey, a veteran Capitol Hill observer who was informally billed as "NBC's improvement on electronic computers." McCaffrey's mighty mental efforts, for which he employed his vast and specialized knowledge of the House and Senate, were among the fascinating side-lights of the coverage, and one which attracted the eye of New York Governor-elect Averell Harriman, who visited the Studio 3B nerve center shortly after 11 p.m., EST, when his own election appeared a certainty.

More than 325 specialists worked as a cross-country team to present the coverage. Their efforts resulted in television transmission throughout the night to 142 stations on the NBC station list, plus nine inter-connected stations of the Canadian Broadcasting Company.

NBC Radio Network coverage was the most extensive in its history. The network received help from 200 affiliated stations from Maine to Alaska in preparing for the coverage. The stations supplied information, tape recordings and survey assistance. During the night

(more)

C. J. James Fleming in Chicago and John Cameron Sawyer in Los Angeles.
The editorial staff worked as best it could to present the new effort, and
daily reported to the board before air time.

The editorial coverage was in charge of William R. Anderson,
Director of News. Anderson detailed that all reports be reported
in a fair, and accurate, and unprejudiced, with no suggestion of
bias in any way. The editorial reports were handled by Anderson
personally in the editorial coverage, on the theory that "a local
report is better than the two-way editorial or mechanical
type."

Investigation and trend-follwing was left to James R.
Anderson, a veteran Capitol Hill observer who was informally titled
"Chief Investigator on Democratic Campaigns." Anderson's many
local efforts, for which he employed his staff and assistants,
coverage of the House and Senate, were among the outstanding ones.
One of the coverage, and one which attracted the eye of the New
Yorker, was the coverage of the Senate, who visited the Senate 30 news center
early after 11 p.m., and when his own election appeared a certainty.
More than 200 specialists worked at a cross-country team to
around the coverage. These efforts resulted in television trans-
mission throughout the night to the station on the 100 station list.
As nine inter-connected stations of the Canadian Broadcasting

Company

The Radio Network coverage was the most extensive in the
history. The network received 101, from 200 affiliated stations from
10 to 15 in covering for the coverage. The stations reported
transmission, page recordings and survey assistance. During the night

3 - Election Coverage

42 key points stood by for remote pickups. Direct NBC lines were run into Republican and Democratic national headquarters in Washington, with the cooperation of those two groups.

The radio network ran up a new high score for remote pickups -- 300 in eight hours. These included statements from a series of newly-elected or reelected notables including Alben Barkley, Estes Kefauver, Paul Douglas and J. Strom Thurmond, first South Carolina Senator ever elected on a write-in vote. Irving R. Levine, who has covered many elections -- including the election of Syngman Rhee in Korea in 1952 -- handled many of the interviews.

Marathon on-the-air reporters worked throughout the night in Studio 3B. David Brinkley, Dave Garroway and Joseph C. Harsch sat at a huge desk and spelled each other, taking turns at the returns. Veteran election reporter Bill Henry handled the Eastern states region as a specialty. On the "radio-side," the noted radio commentator H.V. Kaltenborn was heard, assisted by his son, Rolf, also a political reporter and commentator. Merrill Mueller, Ray Henle and W.W. Chaplin also were heard through the long session.

These key men were supported by a huge news and technical staff, including the full staff of NBC newswriters, a battery of copy boys, secretaries and other "support troops." On the technical side, television had five cameras on the broad floor of Studio 3B. These were handled by a full complement of directors, assistant directors and floor managers, as well as the camera crews.

(more)

very active group of top-notch people. About 100 lines were run
and we maintain the Democratic National Headquarters in Washington.
The cooperation of these two groups.

The radio network ran up a new high score for those
years -- 300 in eight hours. There included statements from a
lot of newly-elected or re-elected members including Alben Barkley,
James H. Doolittle, Earl Warren and U. S. Supreme Court Justice
Charles E. Whittaker even elected as a write-in vote. During the
elections we covered many elections -- including the election of Truman
as in 1952 -- handled many of the interviews.

Handled on-the-air reports were throughout the night
by Studio 3B. David L. Smith, Dave Gurney and Gordon G. Smith ran
a huge desk and handled each other, taking turns at the console.
Lester Kohnstein reported Bill Henry handled the Eastern states region
as a specialist. On the "radio-side," the noted radio commentator
V. V. Kohnstein was being assisted by his son, Neil, also a political
commentator and commentator. Merrill Mueller, Ray Morris and W.W. Carlson
also were heard through the long session.

From 1952 were reported by a page news and technical
staff, including the full staff of 100 newsmen, a battery of
over 100 technicians and other "support troops." On the technical side,
Kohnstein had five cameras on the roof floor of Studio 3B. These
were handled by a full complement of electricians, assistant electricians
and floor managers, as well as the camera crew.

4 - Election Coverage

A canteen supplied gallons of coffee and stacks of sandwiches to the energy-burning staff.

The impetus for the pace and the theme of the election coverage was set early in the evening. The televised coverage opened, without preamble, with a live remote pickup from the darkened (and significantly empty) House of Representatives, wherein the lone figure of commentator Morgan Beatty reminded the nation of the power of the ballot. Throughout the night, NBC never lost sight of its objective -- to report to the nation on what the ballot was doing to realign the seating in the House, the Senate, and related chambers in state capitals across the country.

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NBC-New York, 11/3/54

A subject received letters of advice and notice of arrest

on the twenty-fourth day.

The subject for the first time was aware of the situation

and was not only in the evening. The subject was aware of the situation

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WFO-New York, 11/1/32



TRADE NEWS

LEONTYNE PRICE CHOSEN TO SING TITLE ROLE OF 'TOSCA'

TV PRESENTATION BY NBC OPERA THEATRE

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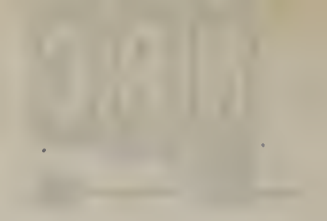
Performance Set for Jan. 23, 1955

Leontyne Price has been engaged to sing the title role in Puccini's opera "Tosca" by the NBC Opera Theatre, it was announced today by producer Samuel Chotzinoff. The performance will take place on Sunday, Jan. 23, 1955 (NBC-TV, 3 p.m., EST).

Miss Price was a musical and dramatic sensation as Bess in Gershwin's folk opera "Porgy and Bess" on Broadway and throughout Europe. Her other operatic appearances have been limited to performances at the Juilliard School of Music in New York and the Berkshire Music Festival at Tanglewood.

Miss Price has never before sung this taxing role of Tosca. She was chosen for the part in August after extensive auditions by Peter Herman Adler, music director of the NBC Opera Theatre, and Chotzinoff. Announcement of the January appearance on the NBC television network is made at this time in connection with Miss Price's first New York recital at Town Hall on Nov. 14. In addition to her work in the theatre Miss Price has appeared as soloist with leading orchestras including the Boston Symphony and the Philadelphia Orchestra.

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THE NEW

For two years she shared plaudits in "Porgy and Bess" with her husband, baritone William Warfield, who appeared in the other title part. Whenever time permitted during the arduous tour of this successful production, Miss Price gave recitals. Her first New York recital on Nov. 14 also will be the occasion for the first New York performance of the song cycle, "Hermit Songs," by the contemporary American composer Samuel Barber. He will play the piano in these selections. Miss Price introduced this music in a concert in the Library of Congress in Washington last year. She also sang it at the Rome Festival last year in which she was the only American vocalist to appear.

Miss Price was born in Laurel, Miss., and attended Central State College in Wilburforce, Ohio. There she sang in the glee club and was urged to give up her teaching aspirations and study voice. With almost no voice training she was granted a scholarship at the noted Juilliard School in 1948. She has received all her vocal training there. While studying in New York, Miss Price's living expenses were financed by Mr. and Mrs. Alexander Chisholm of Mississippi, who were interested in promoting the young singer's career.

The opera "Tosca" will be presented as the fourth production of the 1954-55 season of the NBC Opera Theatre.

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NBC-New York, 11/3/54

For two years she shared standing in "Topsy and Eva" with

her husband, William Warfield, who appeared in the other
his part. Whenever time permitted during the arduous tour of this
successful production, Miss Price gave recitals. Her first New York
recital on Nov. 14 also will be the occasion for the first New York
performance of the song cycle, "Huckleberry Finn," by the composer.
The American composer Samuel Barber. He will play the piano in these
recitals. Miss Price introduced this music in a concert in the
Library of Congress in Washington last year. She also sang it at the
Metropolitan last year in which she was the only American vocalist
to appear.

Miss Price was born in Lorain, Miss., and attended Central
College in Wilkes-Barre, Ohio. There she sang in the girls' choir.
She was urged to give up her teaching aspirations and study voice.
At almost no voice training she was granted a scholarship to the
Juilliard School in 1945. She has received all her vocal
training there. While studying in New York, Miss Price's living
expenses were financed by Mr. and Mrs. Alexander Chicklin of
Washington, who were interested in promoting the young singer's
career.

The opera "Topsy" will be presented as the fourth production
of the 1954-55 season of the MAC Opera Theatre.

'HOME' CHRISTMAS SHOPPING FESTIVAL TO ENABLE
VIEWERS TO DO HOLIDAY PURCHASING VIA TV

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NBC's Richard A.R. Pinkham Tells Advertisers of 'Today,' 'Home' and 'Tonight' Effectiveness at This Time of Year.

Agency executives and their clients with a Christmas seasonal problem were told today (Wednesday, Nov. 3) that NBC-TV's "Today," "Tonight" and "Home" shows are the "pinnacle of effectiveness at this time of year."

Richard A.R. Pinkham, Vice President in Charge of NBC's Participating Programs Department, described an innovation on the "Home" show making it possible for women to sit in their living rooms and go Christmas shopping nationally.

Pinkham said "Home's" Christmas Shopping Festival will be an integral part of the program through Friday, Dec. 24. Each day during the festival, "Home" will present various shopping suggestions for different individuals on the Yuletide list. Pinkham also stressed the flexibility of "Today" and "Tonight" as unique vehicles for a Christmas selling message.

Pinkham, Dick Linkroum, producer of "Home," and Matthew J. Culligan, sales supervisor for "Today," "Home" and "Tonight," addressed more than 200 agency members and clients at a pre-Christmas "Thank You" party at Toots Shor's. The agency men and clients were guests of the network's Participating Programs Department.

J. Fred Muggs of "Today" fame, dressed in a Santa Claus suit, picked the winning door prize number for a guest. The prize was an RCA Victor color TV set.

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NBC-New York, 11/3/54

HOME'S CHRISTMAS SHOPPING FESTIVAL TO BRING VIEWERS TO HOLIDAY PURCHASING VIA TV

WFO-TV's Richard A. A. Pinkham, Vice President in Charge of Home's Christmas Shopping Festival, announced today that the festival will be a series of television shows at this time of year.

Agency executives and their clients with a Christmas shopping problem were told today (Wednesday, Nov. 3) that WFO-TV's "Today," "Tonight" and "Home" shows are the "place" of television at this time of year.

Richard A. A. Pinkham, Vice President in Charge of Home's Participating Programs Department, described an innovation on the "Home" show making it possible for women to sit in their living

rooms and go Christmas shopping nationally.

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to different individuals on the festive list. Pinkham also stressed

the flexibility of "Today" and "Tonight" as unique vehicles for a

Christmas selling message.

Pinkham, Vice President, Producer of "Home," and Richard J.

Simon, Sales Representative for "Today," "Home" and "Tonight," suggested
that more than 200 agency members and clients at a pre-Christmas "Home

Party at Fools Sports." The agency men and clients were guests of the

network's Participating Programs Department.

J. Fred Rogers of "Today," "Home," and "Tonight" is a Santa Claus

and the winning door prize number for a guest. The prize was an

A Victor color TV set.

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| WHO'S WHO AT 'HOME' |

* ————— *

PROGRAM TITLE: HOME

TIME: NBC-TV, Mondays through Fridays,
11 a.m. to 12 noon, EST

FORMAT: Women's service program in categories
of fashion and beauty, cooking,
home decoration, family affairs,
physical health, gardening and
how-to-fix-it, shopping, leisure
time activities and special
features.

ON-CAMERA EDITORS:

Arlene Francis - editor-in-chief
Hugh Downs - man-about-"Home" and
shopping news
Carrie McCord - fashion and beauty
Kit Kinne - cooking
Nancyann Graham - home decoration
(after Dec. 1, 1954)
Ashley Montagu - family affairs
Dr. Leona Baumgartner - physical
health
Will Peigelbeck - gardening and how-
to-do-it
Esther Van Wagoner Tufty - Washington
editor
Dorsey Connors - Midwest editor

PRODUCER: Dick Linkroum

ASSOCIATE PRODUCER: John B. Green

DIRECTORS: Garth Dietrick and Brooks Clift

SENIOR UNIT MANAGER: Carl Lindemann, Jr.

FILM SUPERVISOR: Phillips Wylly

SENIOR EDITORS: Kay Elliot - service departments
Al Morgan - scripts and special
features
A.C. Spectorisky - film department

(more)

WHO'S WHO IN TOWN

OWNERS:

MAN:

WOMAN:

EDITOR:

EDITOR:

ASSOCIATE EDITOR:

EDITOR:

EDITOR IN CHARGE:

EDITOR:

EDITOR:

WPC-TV, Newsday, Chicago Tribune,

11 a.m. to 12 noon, EST

Woman's Review program in categories
of fashion and beauty, cooking,
home decoration, family affairs,
physical health, gardening and
how-to-do-it, shopping, leisure
time activities and special
features.

Alfred Wright - Editor-in-Chief
John Wright - Managing Editor
George Wright - Fashion and Beauty
The Wright - Cooking
Margaret Wright - Home Decoration
(after Dec. 1, 1955)
Emily Wright - Family Affairs
Dr. Lewis Wright - Physical
Health
Will Wright - Gardening and how-
to-do-it
Robert Wright - Washington
Editor
Dorothy Wright - Midwest Editor

John Wright

John A. Wright

Robert Wright and Brooks Wright

John Wright, Jr.

William Wright

John Wright - Editor-in-Chief

Dr. Lewis Wright - Physical and
Health

A.C. Wright - Film Department

OFF-CAMERA EDITORS:

Hazel Arnett - fashion and beauty
Nancyann Graham - cooking (until
Dec. 1, 1954)
Claire Barrows - home decoration
Phyllis Adams - family affairs and
physical health
Anne Berry - shopping news
John Fuller and Robert Ruthman -
special features

INTEGRATION WRITERS:

Beryl Pfizer and Ted Tiller

PREMIERE DATE:

March 1, 1954

ORIGINATION:

"Home's" own permanent studio at
101 W. 67th St., New York City

SPONSORS:

Mutiple and rotational

AGENCIES:

Mutiple and rotational

PUBLIC RELATIONS COORDINATOR:

Elizabeth Haglund

PUBLICITY CONTACT:

Beth Blossom.

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NBC-New York, 11/3/54

Harold Abbott - English and Biology
 Margaret Graham - cooking (until
 Dec. 1, 1954)
 Clive Barrow - home decoration
 Sylvia Adams - French, Latin and
 general studies
 Anne Berry - English, Latin
 John Dillay and Robert Johnson -
 English literature

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J. FRED MUGGS SWEEPS IN AS MAYOR OF MACY'S TOY CITY

With its program devoted to a roundup of election results throughout the country this morning, TODAY also announced that its simian star, J. Fred Muggs, has been elected mayor of Macy's Toy City. Dave Garroway sandwiched in this news between reports on gubernatorial and Congressional contests.

Macy's and NBC are cooperating in the NBC Playhouse of Toys in Macy's Toy City (New York). It will feature a wide variety of children's items, all of which are related to stars and programs appearing on NBC-TV and Radio. The merchandise includes Howdy Doody ukuleles, complete Roy Rogers toy ranch sets and J. Fred Muggs masks and puppets.

On the store's first floor, during the project, a large photo-electric magic device will be employed. A gigantic blow-up of Muggs actually will speak to a child when he approaches the picture and breaks a photo-electric cell circuit.

Muggs took the news of his new office calmly. A mambo record was played right after Garroway made the announcement, and Muggs rocked quietly back and forth in time to the music, a symbol of self-contentment.

"Today" is seen on NBC-TV, Mondays through Fridays from 7 to 9 a.m., EST and CST, and 8 to 9 a.m., PST.

-----O-----

NBC-New York, 11/3/54

1. JAMES HUGHES, JR., MAYOR OF NEW YORK CITY

2

With the program devoted to a review of the city's

throughout the country this morning, TODAY also announced that the

election year, 1960, has been elected mayor of New York City.

Given the way conducted in this year between the city and the

and Congressional contests.

Mayor's and NBC are cooperating in the city's

in New York City (New York). It will feature a wide variety of

children's items, all of which are related to the city's

feature on NBC-TV and Radio. The week-end edition of the

children's, complete New York City radio and TV, and the

and program.

On the state's first floor, during the program, a

photo-electric radio device will be employed. A

device actually will serve as a child who is

and provide a photo-electric radio device.

From the new of his new office, a

has played right after the program, and

from the radio and radio in time to the

equipment.

"Today" is seen on NBC-TV, Sunday through Friday from 7 to

9 a.m., EST and CST, and 5 to 6 a.m., EST.

WFO-TV, NEW YORK

NBC TRADE NEWS

ALLIS CHALMERS TO SPONSOR INTERNATIONAL
LIVESTOCK SHOW ON NBC-TV FOR 6TH YEAR

Allis-Chalmers Manufacturing Company will sponsor for the sixth consecutive year a full-hour telecast on NBC-TV of the International Livestock Exposition from Chicago's International Amphitheatre Tuesday, Nov. 30, from 3 to 4 p.m., EST.

The order was placed through Bert S. Gittins Advertising of Milwaukee, Wis.

-----O-----

DOW CHEMICAL CO. TO SPONSOR TV 'MEDIC' ON CBC

The Dow Chemical Company, which sponsors MEDIC on NBC-TV, will launch the documentary medical series over the full network of the Canadian Broadcasting Company's TV facilities starting tonight (Wednesday, Nov. 3) in the 10 p.m., EST, time period. The product will be Saran Wrap.

In Canada the series will be presented every week; in the U.S. it is seen on a three-weeks-out-of-four basis. Dow has bought the Canadian TV market for 30 weeks with a network lineup of 17 stations. It will be sponsored under the aegis of Dow Chemical of Canada, Ltd.

The sale was made through the MacManus, John and Adams agency.

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NBC-New York, 11/3/54

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SECRET

NBC TRADE NEWS

FRED ALLEN STARS IN THREE DROLL STORIES
ON NBC-TV'S 'ARMSTRONG CIRCLE THEATRE'

Comedian Fred Allen will return to television to make some humorous thrusts at conventionality as narrator and star of three droll stories titled "Fred Allen's Sketchbook" on ARMSTRONG CIRCLE THEATRE Tuesday, Nov. 9 (NBC-TV, 9:30 p.m., EST).

The first of the playlets, "The Hour of Letdown," based on a story by E.B. White, deals with an amusing incident in which a bartender becomes thoroughly confused and annoyed by quite an extraordinary "customer." This particular customer happens to be a machine which not only plays chess but cheats at it, talks, does difficult math problems and drinks rye-and-water.

The second of the trio, "The Private Life of Mr. Bidwell," by James Thurber, takes on as its subject the battle of the sexes. Mr. Bidwell, an extremely unconventional and enterprising man, employs some rather unusual antics at cocktail parties as a means of alienating his wife.

The last sketch, "Twenty Horses," is from a story by Nunnally Johnson. It delineates the ironic tale of a man who fires his secretary for telling a riddle to her co-workers during office hours. However, the man finds he can't get the riddle out of his mind nor can he figure out its answer. Finding the solution to the riddle by finding the secretary serves only to make him feel tricked and defeated by what he considers a very unfair answer.

The stories were adapted for television by Alvin Sapinsley.

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CORRECTION, PLEASE:

The agency for the Johnson's Wax Company is Needham, Louis & Brorby, Inc. and not Carl Byoir and Associates as incorrectly listed in the Daily News Report of Nov. 2, in credit sheet for Part I of "The Hunchback of Notre Dame" on "Robert Montgomery Presents the Johnson's Wax Program."

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THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

CONSTITUTIONAL HISTORY OF THE UNITED STATES

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

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DOW CHEMICAL CREDITS 'MEDIC' AND 'TODAY' PROGRAMS
FOR ROLE IN SARAN WRAP'S ADVERTISING AWARD

Dow Chemical Company officials today credited NBC-TV's "Medic" and "Today" shows with playing an important role in the firm's winning of the Topics Publishing Company's award for national advertising excellence.

The award is based on votes from within the food trade -- from chains, wholesalers, supermarkets and independent grocers. The award cited Dow's national advertising of Saran Wrap as "the promotion that sold best at the store level."

Dow recently purchased participations on NBC-TV's "Home" and "Tonight" shows. Topics Publishing Company is the publisher of Food Topics magazine.

MacManus, John and Adams of New York and Bloomfield Hills, Mich., is the agency for Dow Chemical Company.

-----O-----

CORRECTION, PLEASE!

Ed Prentiss, radio and television actor and announcer, will portray Sam Parrish in "State of the Union" on PRODUCERS' SHOWCASE Monday, Nov. 15 (NBC-TV, 8-9:30 p.m., EST) instead of Harry Bannister, previously listed in the cast.

-----O-----

DOM CHEMICAL CORP. (NYSE: DOW) TODAY ANNOUNCED

THEir NEW IN-STATE ADVERTISING AGENCY

The Chemical Company officials today announced WBC-TV's

"Today" show with playing an important role in the

winning of the Topics Publishing Company's new national

advertising campaign.

The report is based on votes from within the topic group --

new online, wholesale, supermarket and foodservice sectors.

The board cited Dow's national advertising of goods such as "the pro-

duction that sold best at the same level."

Dow recently increased participation on NBC-TV's "Today"

and "Tonight" shows. Topics Publishing Company is the publisher of

and Topics magazine.

MacKenzie, John and Adams of New York and Hiram-Hill, Inc.,

Inc., is the agency for Dow Chemical Company.

ORRINGTON, PLEASE!

Ed Pincus, radio and television actor, and announcer,

all morning and evening in "State of the Union" on radio.

WUCCASE Monday, Nov. 15 (WBC-TV, 6-9:30 p.m., EST) - Interview of

and administrator, previously listed in the past.

JUDITH WALLER, OF NBC CENTRAL DIVISION, GIVEN HONORARY
MEMBERSHIP IN EDUCATIONAL BROADCASTERS GROUP

Honorary membership in the National Association of Educational Broadcasters has been bestowed upon Judith Waller, director of public affairs and education of NBC's Central Division. The announcement was made during a recent meeting of the organization in New York, celebrating the 30th anniversary of the group. Only two other such memberships have been given.

The award reads in part:

Whereas...she has long served with interests
of education through the broadcasting media,

Whereas...her contributions to the educational
needs of the United States have been of the utmost
significance.

Whereas...her integrity, sincerity and energetic
efforts stand as an example for all to emulate,

The National Association of Educational Broadcasters herewith names Judith C. Waller to honorary membership.

Miss Waller has been in the broadcasting industry for more than 30 years and has received many acknowledgements for her work during that time.

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WADE ARNOLD TO SPEAK AT WAGNER COLLEGE

Wade Arnold, an NBC producer, will deliver the convocation address at Wagner College, Staten Island, N.Y., on Tuesday, Nov. 9. His subject will be "communication and the individual."

-----O-----

NBC-New York, 11/4/54

THE NATIONAL ASSOCIATION OF BROADCASTERS

MEMBERSHIP IN EDUCATIONAL BROADCASTING

Honorary membership in the National Association of Broadcasters has been bestowed upon John D. Miller, director of public affairs and education at NBC's Central Division. The honor was made during a recent session of the organization in New York, celebrating the 10th anniversary of the group. Only two other men have been given this honor.

The award reads in part:

Miller... has long served with interest of education through the broadcasting media. His contributions to the educational work of the United States have been of the highest significance. Moreover, his integrity, sincerity and untiring efforts stand as an example for all to emulate. The National Association of Broadcasters cordially congratulates Miller on his honorary membership.

John D. Miller has been in the broadcasting industry for more than 30 years and has received many distinguished awards for his work during that time.

WILL BE AWARDED TO MILLER AT WASHINGTON CONVENTION

WILL BE AWARDED TO MILLER AT WASHINGTON CONVENTION. The award, an NBC product, will be given at the convention at the Waldorf-Astoria Hotel, New York, on Tuesday, Nov. 2. The subject will be "Communication and the Individual."



COLOR TELEVISION NEWS

A SERVICE OF



SETTINGS AND CHARACTERS OF "STATE OF THE UNION" INSPIRE
A VERY FASHIONABLE WARDROBE FOR "PRODUCERS' SHOWCASE"
COLORCAST ON NBC MONDAY, NOV. 15, 8-9:30 P.M., EST

It is a very fashionable wardrobe that costume supervisor and designer Jerry Boxhorn has assembled for Margaret Sullavan, Nina Foch and Muriel Kirkland, when they appear in the compatible color telecast of "State of the Union" on PRODUCERS' SHOWCASE Monday, Nov. 15 (NBC-TV, 8-9:30 p.m., EST).

Miss Sullavan portrays the wife of a man being groomed as a likely Presidential candidate (Joseph Cotten) and as such, must be accoutred elegantly, expensively, but in the simple good taste that would be the hallmark of her personality.

Miss Foch, as "the other woman," has her clothes reflect the high fashion inclinations of a "femme fatale" accustomed to privilege, as well as the public eye. In the part of a nationally prominent woman's leader, Miss Kirkland must also "dress the part."

Miss Sullavan will wear six separate costumes in the course of the plays three acts. In Act I, she will have a ranch mink coat over a grayed apricot wool dress. In a later bedtime scene, a negligee and nightgown will be made of a combination of aqua green chiffon over peach. The star's change will have to be accomplished in a matter of seconds, despite which Boxhorn has not devised any trick or "breakaway" costume for her.

(more)

"It is a perfectly legitimate dress, wearable anywhere," he explains, "because it will be seen in detail during a lengthy scene. But it is so constructed that Miss Sullavan can shed it in a matter of seconds."

In Act II, Miss Sullavan's light grey chiffon hostess gown will be trimmed with a chinchilla collar. Subsequently, she will be seen in a black dinner dress of velvet trimmed with grosgrain, and a black velvet wrap. In the final act, she wears a lotus pink silk crepe evening gown.

Nina Foch is the only woman seen in the first part of the first act. "An excellent opportunity," says Boxhorn, "to help set the tone of her character, coutoure-wise." Her gown will be made of gray-blue grosgrain and satin, the latter of a new green shade as yet unnamed in the world of fashion. Act II will see her in a dove-gray wool dress trimmed in canary yellow. Act III has her wearing a copper brown satin evening gown, with mink wrap.

Miss Kirkland's costume will be a very simple tailored dinner dress of green watered silk, over which she will have a silver-blue mink fur stole. Miss Sullavan's and Miss Kirkland's clothes are from Gunther-Jaeckel, New York, adapted for color TV by Boxhorn. Miss Foch's clothes are originals personally designed by Boxhorn.

One of the problems of designing for color video presently, says the young designer, is that "you have to work a color show 'backwards.' The designer has to remember that the program will also be seen on millions of viewers' screens in black and white, and that the colors used must be 'televisable' clearly in both systems. One must know how the colors selected will stand up in the so-called "gray

(more)

"It is a perfectly legitimate dress, suitable for any occasion."

"Of course it will be seen in detail on the next page," she said, "but it is so wonderful that this collection can end in a matter of seconds."

In the first dress Sullivan's little girl entered looking down. It was trimmed with a rhinella collar. Subsequently, she will be seen in a black dress of velvet trimmed with greenish and of the velvet wrap. In the final act, she wears a lace dress with a green evening gown.

Miss Evans is the only woman seen in the first part of the first act. "An excellent opportunity," says Evans, "to help her to the end of her hair, to the end of her hair." Her hair will be made of grey-blue greenish and again the latter of a new green which is very unusual in the world of fashion. And it will be the end of a dress of grey wool dress which is being shown. And all the rest of the evening gown with evening gown with black wrap.

Miss Evans's costume will be a very simple fashion. Green dress of green velvet with very white and will have a silver line and not a gold. Miss Sullivan's and Miss Evans's clothes are from another school, New York, which has been up to date. Miss Evans's clothes are originally designed by herself.

One of the problems of designing for color is very difficult. Says the young designer, "I think 'you have to have a color that is not too bright, but is somewhat that the person will also be seen on millions of screens, in black and white, and that the colors used must be 'lighter', clearly in each system. The only way the colors selected will work up in the so-called 'day'."

scale" of black and white. For example, a red dress set against a medium blue background may look fine in color, but may easily fade into the background in monochrome."

Jerry Boxhorn is a native of Macon, Georgia, where he was born April 7, 1920. He studied sculpture, fine arts, fashion and drafting at Johns Hopkins University and the Maryland Institute of Fine Arts. In 1939, Metro-Goldwyn-Mayer signed him as fashion designer. He left the studio in 1941 to join the Army, seeing service in the North African campaign. Following his separation from service, he came to Broadway as assistant costume designer of such hits as "Call Me Mister," "Burlesque," "Finian's Rainbow," "Brigadoon," "Showboat" and "Annie Get Your Gun." From 1947 to 1949, he designed both scenery and costumes for the Municipal Opera Company of Lima, Peru.

Seized with a sudden whim to study flying, Boxhorn eventually became a navigator and co-pilot in a New York-to-Iceland commercial run, from 1949 to 1951. Between flights he continued to design for TV.

In October of 1951, NBC-TV producer Fred Coe signed Jerry to design clothes for the Ezio Pinza show, "Bonino." He has subsequently been designer on such shows as "Robert Montgomery Presents," "The Colgate Comedy Hour," "Armstrong Circle Theatre" and "The Marriage," a series done in color. Boxhorn was costume supervisor for NBC's first network color telecast, "My Son, Jeep." He is in charge of costumes for all color commercials seen on NBC-TV "Spectaculars,"

Sailing, travel and raising his two miniature schnauzers are the chief off-camera pursuits of Boxhorn, who lives in New York. He is 6 feet 1, weighs 187 pounds, and has brown hair and brown eyes,

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NBC-New York, 11/5/54

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CREDITS FOR 'STATE OF THE UNION' ON PRODUCERS' SHOWCASE

NBC-TV, MONDAY, NOV. 15, 8-9:30 P.M., EST.

* _____ *

PROGRAM: STATE OF THE UNION, a three-act romantic comedy with a political theme, in a 90-minute telecast in compatible color and high quality black and white.

TIME: NBC-TV, Monday, Nov. 15, 8-9:30 p.m., EST.

STARS: Margaret Sullavan, Joseph Cotten, Nina Foch.

CAST: John Cromwell, Ray Walston, Muriel Kirkland, Royal Beal, Ed Prentiss, Fred Ayres Cotton, Jack Leslie, Charlcie (cq) Garrett, G. Albert Smith, Helen Ray.

AUTHORS: Howard Lindsay and Russel Crouse, who adapted the script for TV from their original Pulitzer Prize play of 1945-46.

GUEST PRODUCERS: Howard Lindsay and Russel Crouse

NBC PRODUCER: Fred Coe

DIRECTOR: Arthur Penn

EXECUTIVE PRODUCER: Jack Rayel

ASSOCIATE PRODUCER: Bill Nichols

ASSOCIATE DIRECTOR: Dominick Dunne

SETTINGS BY: William Molyneux

COSTUMES: Jerry Boxhorn

TECHNICAL DIRECTOR: Jack Long

LIGHTING: Jack Fitzpatrick

MAKE-UP: Dick Smith

HAIR STYLIST: Ernie Adler

SPONSORS: Radio Corporation of America, and Ford Motor Company.

AGENCY: Kenyon & Eckhardt, Inc. (for both sponsors)

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NBC-New York, 11/5/54

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NBC RADIO WILL SALUTE 'SYMPHONY OF THE AIR' (FORMER NBC SYMPHONY)
IN SPECIAL 1-HOUR BROADCAST; SOUVENIR RECORDING WILL BE PLAYED

NBC will salute the "Symphony of the Air" in a special one-hour broadcast Sunday, Nov. 14 (NBC Radio, 7 p.m., EST). This orchestra, formerly the NBC Symphony, was founded by the musicians themselves and has made recordings and given a concert without a conductor.

The exacting New York music press was unanimously enthusiastic about the qualities of the great orchestra, which had made history for 17 years under the direction of Arturo Toscanini.

The special recording made by the orchestra without a conductor will be played on this program. The record, which will not be offered for public sale, will be given as a souvenir to all those who contribute \$10 or more to the fund for the new organization, which is incorporated as a tax-free foundation under the name Symphony Foundation of America. at Room 154, Carnegie Hall, New York.

In addition to the playing of the recording, the broadcast also will include recordings of parts of the rehearsals which led to these remarkable conductorless performances.

Ben Grauer will be narrator on the broadcast.

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NBC-New York, 11/5/54

THE BOARD WILL HAVE THE RIGHT TO REVOKE OR SUSPEND THE
IN SPECIAL CASES, SUBJECT TO THE BOARD'S DISCRETION.

THE BOARD WILL HAVE THE RIGHT TO REVOKE OR SUSPEND THE
IN SPECIAL CASES, SUBJECT TO THE BOARD'S DISCRETION.

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THE BOARD WILL HAVE THE RIGHT TO REVOKE OR SUSPEND THE
IN SPECIAL CASES, SUBJECT TO THE BOARD'S DISCRETION.

CREDITS FOR 'THE ROY ROGERS SHOW' ON NBC RADIO

PROGRAM: THE ROY ROGERS SHOW

TIME: NBC Radio, Thursdays,
8 p.m., EST

FORMAT: Western adventure dramas
with varying locales.
Special Western music
for each program.

STARS: Roy Rogers and Dale Evans

CAST: Roy Rogers, Dale Evans,
Pat Brady, Trigger,
Bullet and a different
supporting cast each
week.

EXECUTIVE PRODUCER: Arthur Rush

DIRECTOR: Ralph Rose

WRITERS: Ralph Rose and Stanley
Adams

MUSIC DIRECTOR: Frank Worth (directs the
Mellow Men, a 14-voice
choral group)

SPONSOR: The Dodge Division of the
Chrysler Corporation.

AGENCY: Grant Advertising Inc.

ANNOUNCER: Lou Crosby

ORIGINAL STARTING DATE: Oct. 5, 1951

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COMMITTEE FOR THE BOY SCOUTS SHOW, ON THE RADIO

PROGRAM: THE BOY SCOUTS SHOW
TIME: 7:00 PM, THURSDAY
FORMAT: Western adventure stories with exciting musical background for each program.
STARS: Roy Rogers and Dale Gribble
CAST: Roy Rogers, Dale Gribble, For Lloyd, Tex Ritter, Eddie May, a different supporting cast each week.
EXECUTIVE PRODUCERS: Nelson Eddy
DIRECTOR: Nelson Eddy
WRITER: Nelson Eddy and Dorothy Adams
MUSIC DIRECTOR: Frank Worth (director the Police Men, a 12-voice musical group)
SPONSOR: The Radio Division of the Chrysler Corporation.
AGENCY: Great Advertising Inc.
ANNOUNCER: Lou Crosby
ORIGINAL STARRING DATE: Oct. 2, 1935

KAYE BALLARD ADDED TO STELLAR CAST OF
SPECIAL NOV. 9 'STEVE ALLEN HOUR'

Kaye Ballard, zany comedienne and singer, will be a guest star on THE STEVE ALLEN HOUR on Tuesday, Nov. 9 at 8 p.m., EST on NBC-TV. Miss Ballard will join ventriloquist Paul Winchell and his little friend, Jerry Mahoney, on the guest list of the special one-hour variety show to be presented by Tootsie Rolls of Hoboken, N.J.

The remainder of the cast for the program will be Steve's regulars from the TONIGHT show (NBC-TV, Monday through Friday, 11:30 p.m. to 1 a.m., EST): Gene Rayburn, Eydie Gorme, Steve Lawrence, Pat Marshall, Andy Williams and Skitch Henderson.

One special feature of the program will be a remote pickup of singers Pat Marshall and Andy Williams doing the song "Manhattan" from one of the Circle Line boats sailing around Manhattan Island. The setting of the song, aboard the sightseeing boat, will give viewers an opportunity to see the famous skyline at night.

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GAIN IN TV SETS BOOSTS U.S. TOTAL TO 31,674,000

Installation of 3,862,000 television sets from Jan. 1, 1954 to Oct. 1, 1954, has boosted total television sets in the United States to 31,674,000, according to an estimate by Hugh M. Beville, Jr., NBC director of Research and Planning.

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NBC-New York, 11/5/54

KATY BALLEW ASKS TO STAY IN NEW YORK

Katy Ballew, many comedienne and actress, will be a guest on the "Katy Ballew Show" on Tuesday, Nov. 2 at 8 p.m. EST on NBC-TV. Katy Ballew will join ventriloquist Paul Winchell and his little friend Jerry Mahoney, on the guest list of the special one-hour variety show to be presented by Tootsie Rella at Madison, N.Y. The remainder of the cast for the program will be Steve's regulars from the "Katy Ballew Show" (NBC-TV, Monday through Friday, 1:30 p.m. to 2 a.m., EST): Gene Rogers, Cybil Brown, Steve Lawrence, Ed Marshall, Andy Williams and Milton Berle. One special feature of the program will be a remote pickup of singers Pat Marshall and Andy Williams doing the song "Milk and Honey" from one of the Circle Line boats sailing around Manhattan Island. The singing of the song, about the sightseeing boat, will give viewers an opportunity to see the famous skyline at night.



GAIN IN TV WITH BOOSTS U.S. TOTAL TO \$1,674,000

Investment of \$2,853,000 television sets from Jan. 1, 1964 to Oct. 1, 1964, was reported color television sets in the United States to \$1,674,000, according to an estimate by Hugh H. Beville, vice president of Research and Planning.



'INHERITANCE' TO PRESENT ACTOR KARL SWENSON'S
FIRST PLAY, 'NANCY HANKS'

One of the best-known actors in radio and TV has turned his hand to dramatic writing and will have his first play produced on NBC Radio's INHERITANCE Saturday, Nov. 14 (5 p.m., EST) under American Legion auspices.

He is Karl Swenson, and the play is "Nancy Hanks." It is a story of Tom Lincoln and Nancy Hanks, whose own characters, despite their rough frontier life, helped to make Abraham Lincoln the man he was. Ray Murphy, a vice commander of the American Legion, will speak briefly at the close of the drama.

-----O-----

SAWYER'S TO START ADVERTISING CAMPAIGN ON 'HOME'

Sawyer's, Inc., of Portland, Ore., advertising its View-Master and 3-D story reels for children, will begin a campaign on NBC-TV's "Home" show Nov. 17.

Arlene Francis, star of "Home," will present Sawyer's commercials. Sawyer's participations also will be seen on Nov. 30, Dec. 9 and Dec. 14. The agency for Sawyer's is Carvel, Nelson and Powell of Portland, Ore.

"Home" is telecast Mondays through Fridays (11 a.m.-12 noon, EST).

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INHERITANCE TO HERENT ACTOR NAME SWENSON'S

FIRST STAY, 'NANCY HANNA'

One of the best-known actors in radio and TV has turned his

to dramatic writing and will have his first play produced on

Radio's INHERITANCE Saturday, Nov. 14 (5 p.m., EST) under

Wigan Legion auspices.

He is Kay Swenson, and the play is "Nancy Hanna." It is a

ty of Tom Lincoln and Nancy Hanna, whose own characters, despite

its rough frontier life, helped to make Abraham Lincoln the man he

. Ray Murphy, a vice chairman of the American Legion, will speak

ely at the close of the drama.

SAWYER'S TO START ADVERTISING CAMPAIGN ON 'HOME'

Sawyer's, Inc., of Portland, Ore., advertising its View-

ter and 7-D story reels for children, will begin a campaign on

TV's "Home" show Nov. 17.

Alene Francis, star of "Home," will present Sawyer's con-

tributions. Sawyer's participation also will be seen on Nov. 30,

. 9 and Dec. 14. The agency for Sawyer's is General Nelson and

all of Portland, Ore.

"Home" is telecast Mondays through Fridays (11 a.m.-12 noon).



TRADE NEWS

November 8, 1954

NBC-TV INCREASES LEADERSHIP AMONG TOP SHOWS
WITH 7 OUT OF 10 IN LATEST NIELSEN INDEX

The first Nielsen report since the return of all the big Fall television programs shows NBC-TV increasing its leadership among the nation's top 10 programs.

The latest Nielsen Television Index, the national audience counting service, reveals NBC-TV dominating the top 10 with seven shows. None of NBC-TV's color "Spectaculars" fell in the period covered by the latest rating, the two-week period ending Oct. 9. Nielsen's previous ratings, for the two-week period ending Sept. 25, listed six NBC-TV shows among the top 10.

The latest Nielsen reports lists:

1. I Love Lucy--52.9
2. MARTHA RAYE SHOW--51.3 (NBC)
3. BUICK-BERLE SHOW--49.7 (NBC)
4. Toast of the Town--45.2
5. Jackie Gleason Show--45.1
6. DRAGNET--43.1 (NBC)
7. YOU BET YOUR LIFE--42.0 (NBC)
8. COLGATE COMEDY HOUR--37.9 (NBC)
9. THIS IS YOUR LIFE--37.8 (NBC)
10. CAESAR'S HOUR--37.5 (NBC)

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color television presents

A MAX LIEBMAN PRODUCTION

'BEST FOOT FORWARD,' MAX LIEBMAN'S 'SPECTACULAR' WITH 5 STARS
HEADING CAST OF MUSICAL, WILL BE COLORCAST
SATURDAY, NOV. 20, 9-10:30 P.M., EST

- - -

Robert Cummings, Marilyn Maxwell, England's Jeannie Carson
In TV Debut, Charlie Applewhite, Pat Carroll Spotlighted

BEST FOOT FORWARD, one of Broadway's and Hollywood's brightest musicals, starring Robert Cummings, Marilyn Maxwell, Jeannie Carson, Charlie Applewhite and Pat Carroll, will be presented by Max Liebman on Saturday, Nov. 20 on NBC-TV (9 to 10:30 p.m., EST). Third in the Saturday night series of live compatible color Spectaculars, the musical will mark the English Miss Carson's American television debut.

"Best Foot Forward" concerns the plight of a young college student, Bud Hoopert (Charlie Applewhite) who invites a movie actress to his school dance and finds, to his distress that she has accepted. Gale Joy, the actress (Marilyn Maxwell), urged by her eager-beaver agent, Jack Haggerty (Robert Cummings) to accept the invitation for publicity purposes, arrives at Winsocki College and sets the place in a turmoil. Bud's regular girl-friend, Helen Twitterton (Jeannie Carson) is greatly distressed at his fickle attitude and determines to win her man back from the designing "older woman." Bud is aided in his dilemma by his fellow students who do more to confuse the situation than to help. One of them is beset with his own problems when his

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2 - 'Best Foot Forward'

unattractive blind date for the weekend arrives. The blind date will be played by comedienne Pat Carroll. Other members of the cast will include Harrison Muller, Arte (cq) Johnson and Hope Holliday.

"Best Foot Forward," in its Broadway version introduced such famous showbusiness personalities as June Allyson, Nancy Walker and Tommy Dix. In the movie version Misses Allyson and Walker were joined by Gloria De Haven. Rosemary Lane portrayed Gale Joy on Broadway, and Lucille Ball had the role in the motion picture.

Most famous song from "Best Foot Forward," which premiered Oct. 1, 1941 at the Ethel Barrymore Theatre, New York, is the rousing tune "Buckle Down, Winsocki." Other songs which became popular after the movie version (released in 1943), include "Wish I May, Wish I Might," "Every Time," and "The Three B's."

Each of the NBC-TV Spectaculars is seen by 37,000,000 persons across the country, according to the Nielsen survey. The programs are produced in compatible color and are seen in high-quality black and white on standard sets.

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NBC-New York, 11/8/54



COLOR TELEVISION NEWS

A SERVICE OF



THE MOST TALKED ABOUT SHOWS IN TELEVISION

By Sylvester L. Weaver Jr.

President, National Broadcasting Company

* _____ *

Note to editors: This article, which appeared in a special supplement of the New York Post on Oct. 31, 1954, is offered to you as guest column, week-end feature or source material. It presents NBC's view, from the highest possible source, on the much-discussed subject of "Spectaculars."

* _____ *

There's no doubt that the National Broadcasting Company's "Spectaculars" are the most talked about shows in television this season. There's no doubt that these great programs, presenting the most illustrious names in showbusiness as writers, producers and stars, have added freshness and excitement to the television schedule. And there's no doubt that these 90-minute super-productions are changing the viewing habits of the nation.

Press reaction to the first few "Spectaculars" was mixed. Perhaps some of the programs showed signs of "growing pains" of this brand-new programming concept. At this stage it is the concept itself that is important to us at NBC.

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But how has the public itself taken to these shows? The answer has come from the Nielsen Television Index, the accepted national audience counting service. These ratings, first to give a full picture on the Fall schedule, showed that our "Spectaculars" were delivering huge audiences and were among the top attractions in television.

Specifically, the Nielsen survey showed that "Lady in the Dark," starring Ann Sothern, had the fourth largest audience in television, with a rating of 39.1, being topped only by NBC's "Dragnet," NBC's "Buick-Berle Show," and CBS's "Jackie Gleason Show," in that order. Nielsen reported that "Lady in the Dark" was seen in 11,347,000 homes by an estimated 37,200,000 viewers. This means that roughly one American in every four watched this great musical show.

The comparable Nielsen rating on the first "Spectacular," "Satins and Spurs," was 38.7, with an estimated 37,100,000 viewers in 11,300,000 homes; this would give "Satins and Spurs" the No. 5 rating spot.

The public is watching the "Spectaculars." We hoped this would happen, and we were gratified when the Nielsen ratings came out. We hope the ratings will go higher.

But high ratings were only one of our objectives. Other aims are impact, excitement, and a boost to the whole television schedule. It would have been easier for us to play it safe -- to stick to shows of proven format -- quiz shows, situation comedies, panels, dramas.

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But how has the public itself taken to these shows? The answer has come from the Nielsen Television Index, the recognized national audience counting service. These figures, first to give a full picture on the full schedule showed that our "spectaculars" were attracting some attention and were among the top attractions in television.

Specifically, the Nielsen survey showed that "Jury in the Court" starring Ann Sothern, had the fourth highest ratings in elevation, with a rating of 27.1. The top spot was held by "The Best of Both Worlds Show," and "The Jackie Gleason Show," in that order. Nielsen reported that "Jury in the Court" was seen in 11,347,000 homes by an estimated 37,200,000 viewers. The same was roughly one order in every four watched this great musical show. The comparable Nielsen rating on the same "spectaculars," "Mama and Papa," was 26.7, with an estimated 37,100,000 viewers. A 11,300,000 homes; this would give "Mama and Papa" the No. 2 rating spot.

The public is watching the "spectaculars," we hoped this would happen, and we were gratified when the Nielsen ratings came. We hope the ratings will go higher. But high ratings were only one of our objectives. Other things are important, excitement, and a boost to the whole television industry. It could have been asked for us to play it safe -- to stick to news or proven format -- safe shows, television comedies, musicals.

But we feel strongly that television is a dynamic medium, and that it has to be kept constantly fresh and new if it is not to wither. Stereotype programming the same shows week after week has limitations.

Another of our objectives was to give the artists more time to develop fewer but better shows for bigger audiences. Under this system, in which we have three series of "Spectaculars," each series appearing once every four weeks, top talent is freed from the confining demands of week-by-week shows.

Additional writers, stars and composers -- encompassing the whole range of America's creative theatrical talents--are being sought for scores of future "Spectaculars." Marquee names of our "Spectaculars" have glittered with names like Max Liebman, Ginger Rogers, Ann Sothorn, Judy Holliday, Steve Allen, Noel Coward, Otto Preminger, Jeanmair, Betty Hutton, and this is only the beginning.

These "Spectaculars" are being presented in color. The great American audience has been seeing them in black and white on standard sets. Within the next few months, when large-screen color television sets by the thousands will become available, the full impact of these "Spectaculars" will really begin to make itself known.

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NBC-New York, 11/8/54

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ing demands of week-by-week shows.
Additional writers, stars and composers -- encouraging the
wide range of America's creative theatrical talents -- are being sought
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are illustrated with names like Bob Lippman, Danny Rogers, and
others. Judy Holiday, Steve Allen, Noel Coward, Gene Tremlinger,
and others. Betty Hutton, and this is only the beginning.

These "Spectaculars" are being presented in color. The great
American audience has been waiting for in black and white on a national
scale. Within the next few months, when large-scale color television
begins, the thousands will become millions, the full impact of these
"Spectaculars" will really begin to make itself known.



COLOR TELEVISION NEWS

A SERVICE OF



LINDSAY AND CROUSE KEEP SCRIPT UP-TO-THE-MINUTE ON NEWS
FOR 'STATE OF THE UNION' COLORCAST ON NBC-TV
MONDAY, NOV. 15, 8-9:30 P.M., EST

Just as they did on Broadway, Howard Lindsay and Russel Crouse, who are adapting their Pulitzer Prize play, "State of the Union," for TV on PRODUCERS' SHOWCASE (NBC-TV, Monday, Nov. 15, 8-9:30 p.m., EST), will continue to add "late news flash" topical lines up to 10 minutes of show time. Joseph Cotten, who stars with Margaret Sullavan and Nina Foch in the compatible colorcast, will have the immediate task of learning the new lines, which will be a comment on the day's headlines.

The Lindsay-Crouse TV version has been extensively rewritten in the last few weeks to make it as timely as possible, in view of the recent mid-term elections. Admittedly prognosticating, the clever writing team predicated the rewrite on a Democratic Congressional victory. Had the election results turned out differently, much of the present script would have had to be altered, with actors learning brand new lines. "Even Republican members of the cast," says Crouse slyly, "were reasonably pleased with the returns, under the circumstances!"

Both Lindsay and Crouse have been attending rehearsals regularly, changing lines to make them as up-to-the-minute as

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2 - 'State of the Union'

possible. "It's like running a newspaper," they say, "except that we have a longer deadline."

"State of the Union" is a romantic comedy with trenchant political overtones of a timeless and meaningful nature that helped it win a Pulitzer Prize. A reigning Broadway hit of the 1945-46 season, the play was reproduced by two national touring companies and later was made into an equally successful film starring Spencer Tracy and Katharine Hepburn.

The authors are both politically alert and find it no burden to refurbish their work wherever needed. After the last Republican victory of a mid-term election, they rewrote 11 full pages of the script. From the play's inception, they have always kept abreast of the headlines. Post-war reconversion was originally the central theme, then inflation, and subsequently the importance of good government and public servants of unimpeachable integrity. Nightly, the play would comment on such immediately current topics as inflation, point rationing, French traitor Laval's execution, and President Roosevelt's death.

At a matinee in Washington, D.C., while a bus strike was in progress, the delighted audience heard from the stage, for the first time, that the strike had been settled. The authors claim that references to the latest vagaries of movie stars always get keen audience reaction. The traffic situation will provide the latest version with a "hot" topic.

Nov. 21, 1954, will mark a most successful 20-year collaboration for the writing team of Lindsay and Crouse, which started when they wrote the book for a Cole Porter musical, "Anything Goes."

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... "It's like running a newspaper," they say, "except that
have a longer deadline."

"Stage of the Union" is a romantic comedy with elements
of a thriller and meaningful nature that helped
with a Pulitzer Prize. A reigning Broadway hit of the 1940-45
season, the play was reproduced by two national touring companies.
A later was made into an equally successful film starring Spencer
Tracy and Katharine Hepburn.

The authors are both politically aware and find it no
easy to relinquish their work whenever needed. After the last
public victory of a war-time election, they wrote *It Will*
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central theme, then inflation, and increasingly the importance
of government and public servants of multiracial integration.
Finally, the play would comment on such immediately current topics
inflation, post-war recession, French first-class travel's execution, and
reunited Germany's border.

At a meeting in Washington, D.C., while a few titles were
in progress, the audience members found the stage, for the
first time, that the author had been visited. The author's claim
for references to the latest version of movie stars always put
an audience reaction. The latest situation will provide the
identical version with a "hot" topic.

Nov. 21, 1954, will mark a most successful 20-year
anniversary for the writing team of Lindsay and Crouse, when
they wrote the book for a Cole Porter musical,

"We are complete collaborators," says Crouse, "in the sense that we work together on every line. Not a single idea or line is formulated without complete discussion and mutual agreement. We never use a secretary. I type and Howard acts the lines out to see if they will play. The fact that Howard is a fine actor makes the difference between speaking a line and merely reading it in paper."

As for the present production, which marks their first video adaptation, the celebrated writers are excited about the new medium and are happy that they were invited to supervise their own work, since they naturally feel closest to the play's values. They are impressed by the fact that the premiere "Producers' Showcase" production last Oct. 18 as well as Saturday and Sunday night Spectaculars, have each won an estimated audience of 37 million, according to the Nielsen Survey.

They view their television undertaking modestly and with proper respect for its own characteristics.

"We're a couple of old dogs who must learn new tricks," they say.

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NBC-New York, 11/8/54



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECASTS FOR WEEK OF NOV. 14-20

(NBC-TV Network including WRCA-TV)

Monday, Nov. 15: 8-9:30 p.m., EST -- PRODUCERS' SHOWCASE presents the Pulitzer-Prize winning "State of the Union," starring Margaret Sullavan, Joseph Cotten and Nina Foch. Howard Lindsay and Russel Crouse, authors of the original play who have adapted it for television, will be guest producers.

Wednesday, Nov. 17: 11-11:15 a.m., EST -- on the HOME show, a home decorating segment with Paul MacAlister and his guest on this date, Dorothy Liebus. (Also included in this quarter-hour color segment are two commercials -- one for Red Cross Shoes and one for Viewmaster).

Thursday, Nov. 18: 9:30-10 p.m., EST -- FORD THEATRE presents "Summer Memory" with Claire Trevor, James Barton and Richard Kiley. Story of a domineering father who refused to let his grown children lead their own lives.

Saturday, Nov. 20: 9-10:30 p.m., EST -- Max Liebman Presents "Best Foot Forward," Spectacular starring Robert Cummings, Marilyn Maxwell, Jeannie Carson, Charlie Applewhite and Pat Carroll.

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NBC-New York, 11/8/54

'WHERE HAVE YOU BEEN?'--NEW QUIZ SHOW BASED ON TRAVEL--
TO BE THURSDAY NIGHT RADIO FEATURE

PREMIERE

A new radio quiz game based on travel and travelers will be introduced Thursday, Nov. 11 when WHERE HAVE YOU BEEN? starts on NBC Radio (9:30 p.m., EST).

Horace Sutton will be moderator. Regular panelists will be actress Peggy McCay (cq) and NBC newsman Merrill Mueller. Harriet Van Horne, radio and television editor of the World-Telegram and Sun, will be a guest panelist for the first several shows and again at later dates. Sylvia Lyons, wife of syndicated columnist Leonard Lyons, will join the panel as a regular when she returns from a trip to Europe in a few weeks.

Sutton, travel columnist of the Saturday Review and author of a series of "Footloose" travel books, will explain how the game works. He will introduce a guest who has been to some place of special interest. Announcer Jack Costello, out of earshot of the panelists, informs the home audience what that place is. Then each panelist has a 30-second opportunity to learn the place. There are three rounds of this, with the traveler-guest piling up credit points when the panelists miss. At the end of the program he selects his awards which vary in value according to his total number of points. All articles will be related to travel -- either travel equipment or valuable souvenirs of interesting places.

Jane Kalmus will produce "Where Have You Been?" and Parker Gibbs will direct it.

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NBC-New York, 11/8/54

THESE ARE THE BEST:--NEW YORK SHOWS THE BEST--

IN THE THIRTY-NINTH RADIO YEAR

THE

A new radio year begins on April and everyone will be
interested Thursday, Nov. 11 when there have been many other

and (2:30 p.m., 4:30 p.m.)

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WINNERS NAMED IN MAGGIE MARLOW TV AWARDS COMPETITION
HELD UNDER AUSPICES OF NBC DAYTIME SERIAL DRAMA

Rita Bascari of Chicago, Ill., and John Harkins of St. Louis, Mo., were named winners of the Maggie Marlowe TV Awards competition last week in New York. Competing successfully against hopeful young thespians from all over the nation, the winners each received a cash prize of \$500.

The contest was held under the auspices of the NBC-TV daytime serial CONCERNING MISS MARLOWE, which is the story of a Broadway actress, played by Louise Allbritton. More than 300 young actors and actresses entered the contest, specifically designed to discover new talent and to help the winners continue their careers in drama.

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ROBERT R. BROWN NAMED MANAGER OF
NBC INSTITUTIONAL PUBLICITY

Robert R. Brown has joined the National Broadcasting Company's Department of Information as manager of institutional publicity, moving over from the post of publicity supervisor of W.R. Grace and Co.

A former United Press correspondent, Brown also held public relations posts in the international division of Foote, Cone and Belding and the Economic Cooperation Administration.

He lives in Forest Hills, N.Y.

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NBC-New York, 11/8/54

WINNING NAMES IN MARCEL MARLOWE TV AWARD COMPETITION

HELD UNDER AUSPICES OF NEW BAYVIEW SERIAL DRAMA

Miss Barrett of Chicago, Ill., and John Marlowe of St.

Louis, Mo., were named winners of the Marcel Marlowe TV award.

Competition last week in New York. Competing successfully against

hundreds of young thespians from all over the nation, the winners

each received a cash prize of \$500.

The contest was held under the auspices of the NBC-TV Mar-

cel serial CONCERNING MARCEL MARLOWE which is the story of a Broadway

actress, played by Louise Allbritton. More than 300 young actors

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A former United Press correspondent, Brown also has worked

relations both in the Institutional Division of United Press and

Building and the Economic Cooperation Administration.

He lives in Forest Hills, N.Y.



TRADE NEWS

November 9, 1954

* TWO HOURS OF SHOWS ESPECIALLY FOR CHILDREN TO MARK
NBC'S ENTRY INTO SATURDAY MORNING NETWORK TV *

The National Broadcasting Company makes its entry into Saturday morning network television beginning Nov. 20 with two hours of programming especially for children from 10 a.m. to 12 noon, EST.

Paul Winchell and his audacious sidekick, wooden Jerry Mahoney, will star in the 10:30 a.m.-11 a.m. segment. Winchell and Mahoney will be sponsored by Tootsie Rolls of Hoboken, N.J.

"Happy Felton's Spotlight Gang" will be seen from 10 to 10:30 a.m. Happy Felton, famous for his Knothole Gang, will bring to NBC-TV a new show offering filmed acts of the top European variety and circus performers. Happy will run a "Tell Five" club which will provide the kids at home as well as in his studio audience with an opportunity to win prizes each week.

Two half-hour shows to occupy the 11 a.m.-to-12 noon segment will be announced soon.

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SYLVESTER L. WEAVER JR. TO ADDRESS

BALTIMORE AD MEN ON COLOR TV

Sylvester L. Weaver Jr., President of the National Broadcasting Company, will address the Advertising Club of Baltimore, Md., Wednesday, Nov. 17.

Mr. Weaver will discuss color television. He will speak at a luncheon at the Emerson Hotel.

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JOHNS-MANSVILLE CORP. TO SPONSOR 'MEET THE PRESS' ON
ALTERNATE BASIS WITH PAN AMERICAN AIRWAYS IN 1955

Pan American World Airways will continue its sponsorship of NBC-TV's MEET THE PRESS during 1955.

Johns-Mansville Corporation will sponsor the series on an alternate weekly basis beginning Jan. 9.

"Meet the Press," with an estimated audience of 10,000,000 people, was founded eight years ago and won nearly every award in the public service field, including the coveted Peabody Award.

Almost every national figure of importance has appeared on "Meet the Press." Lawrence Spivak is the owner and producer.

Johns-Mansville replaces Revere Copper and Brass, Inc., which was associated with "Meet the Press" since Oct. 8, 1950.

The agency for Johns-Mansville and Pan American is J. Walter Thompson Company of New York.

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NBC-New York, 11/9/54

EXHIBIT 1, WASHINGTON, D.C., NOV. 19, 1950

BALTIMORE AD HAS ON COLOR TV

EXHIBIT 1, WASHINGTON, D.C., NOV. 19, 1950

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'NEWS' MAGAZINE FEATURES 'STEVE ALLEN, MIDNIGHT MINSTREL MAN'

"Steve Allen, the Midnight Minstrel Man" is the title of a magazine article featured in the Nov. 13 issue of "News," a new television magazine. The story about the star of NBC-TV's TONIGHT show (Mondays through Fridays, 11:30 p.m. to 1 a.m., EST) tells how "bleary-eyed viewers" are remaining up far past their normal bedtimes to observe the comedy and music show.

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'MOST SUCCESSFUL HOMEMAKER OF 1954' WILL BE
INTERVIEWED ON NBC-TV'S 'HOME' SERIES

The winner of the "Most Successful Homemaker of 1954" contest will be interviewed on NBC-TV's HOME program by Midwest editor Dorsey Connors on Thursday, Nov. 18 (11 a.m.-12 noon, EST).

The contest, sponsored by more than 3,000 community newspapers in America, endeavors to select by a system of merit points, the outstanding homemaker in the U.S. The winner's prize is the Mary Kerber \$2,500 cash award donated by Chicago businessman E.H. Kerber in memory of his mother.

Judges of the contest include Mrs. Ivy Baker Priest, Treasurer of the United States; Mrs. Eugenia Van Landigham, president of the National Home Demonstration agents; Alice Sanderson, homemaking advisor for the Girl Scouts of America; Mrs. Raymond T. Sayre, past president of the Associated Women of the American Farm Bureau Federation, and Judge P.B. Gilliam of Colorado, president of the National Council of Juvenile Court Judges.

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NBC-New York, 11/9/54

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INTERVIEWED ON 11-27-77 BY "HON." JAMES H. HILL

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01/01/11 10:00 AM



TRADE NEWS

A SERVICE OF



November 10, 1954

'HAPPY FELTON'S SPOTLIGHT GANG,' WITH FUN AND PRIZES
FOR CHILDREN IN STUDIO AND AT HOME, TO BECOME
A SATURDAY MORNING FEATURE ON NBC-TV

PREMIERE

Children at home as well as those in the studio audience will have the opportunity to win bicycles and other prizes each week when HAPPY FELTON'S SPOTLIGHT GANG starts on NBC-TV Saturday, Nov. 20 (10 to 10:30 a.m., EST).

The show is part of the two hours of programming (10 a.m. to 12 noon) especially for children that will mark NBC's entry into Saturday morning network television.

Happy, as emcee of the new show, will lead a weekly safari on a filmed international tour. Outstanding variety and circus acts filmed abroad by NBC will be featured.

Three youthful contestants from the audience will then take part in a quiz based on the movie. Youngsters at home will have the chance to participate by joining Happy's "Tell Five" Club. They may enroll and will receive large membership badges by sending in the names of five friends whom they have told about the club.

(more)

2 - Happy Felton's Spotlight Gang

Each of the three contestants will draw from a glass fishbowl the name of one of the club members at home. The same prize won by the studio contestant will go to the lucky club member whose name he selected.

Motto of the program will be "Tell Five." The opening and closing theme song will be "I Want to Be Happy."

For the past six years, Happy Felton has been conducting a "Knothole Gang" program preceding Brooklyn Dodger baseball games. He has engaged in after-game chatter on a "Talk to the Stars" show for five years.

Craig Allen will produce and direct "Happy Felton's Spotlight Gang." Charles Speer is associate producer and writer. The show will originate in New York.

-----O-----

NBC-New York, 11/10/54

Each of the three contestants will have a glass
showing the name of one of the club members as above. The name prize
on of the studio contestant will go to the lady club member whose
name is selected.

Each of the prizes will be "Toll Free." The opening and
closing lines will be "I Want to Be Happy."
For the past six years, Harry Wilson has been conducting
"Toll Free" program producing, Brooklyn, New York, Brooklyn, New York.
The program is a "Toll Free" program on a "Toll Free" basis. The
live years.

Each Allen will produce and direct "Toll Free" program.
Charles Allen is executive producer and writer.
The show will originate in New York.

NEW YORK, 11/10/54



COLGATE COMEDY HOUR

* _____ *

MARTIN AND LEWIS WILL UNVEIL PHIL ABRAMS
AS MYSTERY GUEST ON DEC. 19 'COMEDY HOUR'

* _____ *

No matter what Santa Claus brings on Christmas Day ...

On Sunday, Dec. 19, via NBC-TV, Dean Martin and Jerry Lewis
will bring all America ...

Phil Abrams!!!

This mystery gift to all televiewers marks Dean's and
Jerry's first invasion this season of COLGATE COMEDY HOUR ...and the
beginning of the fifth year in television for the mad makers of
mirthquakes.

But in all the panoply of panic that attends Martin and
Lewis appearances, nothing will equal the "first" on the COMEDY HOUR
of ...

Phil Abrams!

The word from Hollywood is that every network entered
spirited bidding for his services, but the Martin and Lewis script,
hand-tailored to fit his particular talents, was the deciding factor
in his signing with the world-famous comedy team.

So on Dec. 19, on the full NBC Television Network
(8 p.m., EST), millions of kiddies and grown-ups, too, won't be scanning
the skies for "a little red sleigh and eight tiny reindeer" ... They'll
be watching the "Comedy Hour" for Martin and Lewis...

And Phil Abrams.

-----O-----

NBC-New York, 11/10/54

ALBANY

1853

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1853

MICHAEL DANN NAMED DIRECTOR
OF PROGRAM SALES FOR NBC-TV

Michael Dann has been promoted to director of program sales for NBC-TV, Thomas McAvity, Vice President in charge of NBC-TV Network Programs, announced today. Dann was formerly manager of NBC-TV network programs.

In his new capacity, Dann will represent the program department in all matters pertaining to the sale of network-produced programs and will work with the vice president and director in charge of programming in the overall operation of network-produced programs.

Dann also will act as program department officer for clients and agencies sponsoring network-produced programs and as program department officer to supervise and coordinate operation of NBC-TV's Spectaculars in various areas, including talent, press promotion, client and agency contact.

He was graduated from the University of Michigan in 1943, entered broadcasting as a radio comedy writer, and joined NBC in 1948 as manager of business publicity for the NBC Press Department. Before being named manager of NBC-TV network programs in 1953, Dann served as supervisor of special telecasts and as manager of planning for NBC-TV.

Dann is married and has two children: a son, Jonathan, two-and-a-half, and a daughter, Patricia, one. The Danns live at Pleasantville, N.Y.

Dann is 33 years old.

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NBC-New York, 11/10/54

MICHAEL DANN NAMED DIRECTOR
OF PROGRAMS FOR NBC-TV

Michael Dann has been promoted to director of program sales of NBC-TV, Thomas H. Davis, Vice President in charge of NBC-TV network programs, announced today. Dann was formerly manager of NBC-TV net-

work programs. In his new capacity, Dann will represent the program department and in all matters pertaining to the sale of network-produced programs and will work with the vice president and director in charge of programming in the overall operation of network-produced programs. Dann also will act as program department officer for station and network sponsored network-produced programs and as special assistant officer to supervisor and coordinate operation of NBC-TV's production in various areas, including talent, news programs, live and agency contract.

He was graduated from the University of Michigan in 1943, entered broadcasting as a radio comedy writer, and joined NBC in 1945 as manager of business publicity for the NBC news department. He was named manager of NBC-TV network programs in 1951, Dann served as supervisor of special interests and as manager of planning for NBC-TV. Dann is married and has two children: a son, Jonathan, born 1942, and a daughter, Patricia, born 1944. The Dannes live at Greenville, N.Y.

Dann is 33 years old.

SENATORS SPARKMAN AND DIRKSEN TO DISCUSS
84TH CONGRESS ON 'THE AMERICAN FORUM'

"The 84th Congress -- Cooperation or Dissension?" will be discussed on Theodore Granik's THE AMERICAN FORUM, Sunday, Nov. 14 (NBC-TV, 3:30-4 p.m., EST; NBC Radio, 6-6:30 p.m., EST).

Discussing the question will be two outstanding political leaders: Senator John Sparkman (D.-Ala.), who was the 1952 Democratic nominee for the Vice Presidency, and Senator Everett Dirksen (R.-Ill.) powerful GOP spokesman.

Newsman Steve McCormick will moderate the program (originating in Washington, D.C.).

-----O-----

BEVILLE TO TALK ON 'TV AS AN ADVERTISING MEDIUM'

Hugh M. Beville, Jr., NBC director of planning and research, will address the Advertising and Selling Course of the Advertising Club of New York, Thursday, Nov. 18, at 6:15 p.m., EST. Beville will discuss "Television as an Advertising Medium," at the Engineering Societies Building, 29 West 39th Street, New York City.

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NBC-New York, 11/10/54

SENATORS STAGGER AND MURDER TO BE
BATH COMING ON THE AMERICAN FORUM


The Bath Congress -- Cooperation or Disunion? will be
discussed on Thursday evening at the AMERICAN FORUM, Sunday, Nov. 14
(NBC-TV, 2:30-4 p.m., EST, NBC Radio, 6-8:30 p.m., EST).
Chairman of the session will be two outstanding political
leaders: Senator John Sparkman (D-Ala.), who was one 1952
Democratic nominee for the Vice Presidency, and Senator Everett
Dirksen (R-Ill.), powerful GOP spokesman.
Newman Steve McGowan will moderate the program
(originating in Washington, D.C.).

REVILLAS TO TAKE ON TV AS AN ADVERTISING MEDIUM

Hugh M. Revilla, Jr., NBC-controller of planning and
research, will address the Advertising and Selling course of the
Advertising Club of New York, Tuesday, Nov. 16, at 6:15 p.m., EST.
Revilla will discuss "Television as an Advertising Medium," at the
Engineering Institute Building, 30 West 30th Street, New York City.



COLOR TELEVISION NEWS

A SERVICE OF 

COAST-TO-COAST NETWORK COLOR TV PROGRAM
TO HONOR AMERICAN GAS ASSOCIATION

Presentation of a plaque from the Radio Corporation of America to the American Gas Association, honoring the gas industry's pioneering contributions to the comfort and convenience of modern living, will be televised in color Monday, Nov. 15 during the coast-to-coast broadcast of the NBC network's PRODUCERS' SHOWCASE (8:00-9:30 p.m., EST), it was announced today.

Frank M. Folsom, President of RCA, will make the presentation to F.M. Banks, President of the American Gas Association. Special arrangements have been made for gas utility executives and their wives to view the ceremony as telecast in color at "television parties" in 45 key cities across the country.

The program -- which will star Margaret Sullavan in the play, "State of the Union" -- also will mark the first time a gas appliance, an RCA Estate gas kitchen range, has been shown on a network color television production.

-----O-----

NBC-New York, 11/11/54



TRADE NEWS

A SERVICE OF



November 11, 1954

ROBERT W. SARNOFF, NBC EXECUTIVE VICE PRESIDENT, PRAISES VITAL CONTRIBUTIONS TO INDUSTRY BY WAR VETERANS ON NETWORK STAFF

War veterans employed by the National Broadcasting Company, totalling 42 per cent of the entire staff, are making vital contributions to the progress of the communications industry, Robert W. Sarnoff, NBC Executive Vice President, said today (Nov. 11) in a statement observing Veterans Day.

Mr. Sarnoff, who himself served in the Navy during World War II, reported that out of a total of 4,691 NBC employees, 1,974 men and women have been in uniform, and that in addition 113 are now on military leave. He stated:

"These veterans, ranging all the way from Sylvester L. Weaver Jr., President of NBC, who like myself was in the Navy, to the pages and office boys who are just beginning their careers with NBC, are performing valued services throughout the organization. In many instances, they are putting to peaceful uses many of the skills they acquired while in the service.

"Every NBC employee returning to us from the services has been offered a position at least comparable with his old one. Many have come back to better jobs.

(more)

2 - Robert W. Sarnoff

"On this Veterans Day, we at NBC pay tribute to those of our organization and our country who gave their lives for freedom, and we dedicate ourselves to building the strength of America so that this freedom may be protected. We are conscious of the important contribution to peace that television and radio can make in spreading enlightenment and understanding among the world's people. It is our constant endeavor to put these miracles of electronics to the best use in the building of a better and happier world."

-----O-----

NBC-New York, 11/11/54

"On this Veterans Day, we as Americans have a duty to honor the
sacrifices of our brave men and women who have given their lives for freedom.
We are thankful for their service and the freedom they have given us.
But this freedom may be threatened. We are concerned of the important
education to give that education and that we are in a position
to give it. We are concerned of the world's people. It is our
urgent mission to put these matters of education to the test
in the making of a better and happier world."

NEW YORK, N.Y., 11/11/19



PRESS DEPARTMENT

TO EDITORS:
FOR YOUR INFORMATION.
FROM SYDNEY H. EIGES
NBC VICE PRESIDENT IN CHARGE OF PRESS

The various established television ratings systems serve useful functions. But in order to reap the maximum benefit from these reports, it is essential that the exact functions of each service be clearly understood by the user.

There has been a good deal of discussion this Fall about so-called "discrepancies" in the various ratings. In almost all instances, it has been found that such "discrepancies" were due to faulty interpretation of the various ratings.

The broadcasting industry has endeavored for years to develop measurement systems for audiences. Several acceptable systems have emerged, each with its virtues and its limitations. It is most unlikely that the industry will ever have a single rating service which will supply all of the many types of information needed in a fast-moving business like television.

Misinterpretations arise when rating systems are used for purposes not intended by the systems themselves. For instance, a ten-city "sampling" rating is something confused with a national "audience-counting" rating.

(more)

2 - Ratings

The NBC department of research and planning, in an effort to correct misconceptions regarding television ratings, has prepared the following brief description of the three major systems:

A BRIEF DESCRIPTION OF TV RATINGS SYSTEMS

NIELSEN TELEVISION INDEX

This service uses the audimeter, an automatic recording instrument, placed in a representative sample of television homes across the nation. The Nielsen service thus produces ratings which are projectable to total U.S. television homes to produce size of audience in millions of homes. These are the figures which NBC, other networks, and our clients and their agencies use to determine audience size as measured in per cent and number of U.S. television homes. Each Nielsen report covers two weeks, thus giving the figures greater stability and minimizing the unusual effects of weather, special broadcasts, and statistical chance. Two reports a month are published, so virtually every week of the year is covered. Nielsen normally reports only on commercial shows.

AMERICAN RESEARCH BUREAU

This service is a nationwide diary sample and, like Nielsen, is projectable to produce percentage and number of homes reached. ARB also measures viewers per set and thus can produce audience figures in millions of viewers in contrast to Nielsen, which only gives audience figures on a home basis. ARB surveys only

(more)

The NBC department of research and planning, in an effort to correct misconceptions regarding television ratings, has prepared the following brief description of the three major systems:

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AMERICAN RESEARCH BUREAU

This service is a nationwide diary sample and, like Nielsen, is projectable to produce percentage and number of homes reached. ARB also measures viewers per set and thus can provide audience figures in millions of viewers in contrast to Nielsen, which only gives audience figures on a home basis. The surveys are

3 - Ratings

the first week of each month. ARB gives ratings and audiences for sustaining as well as commercial programs. The basic difference between ARB and Nielsen lies in the technique of securing the information. Whereas Nielsen uses an objective method of determining tuning behavior, the ARB diary method permits respondents to say what has been viewed.

TRENDEX

This service uses the telephone coincidental survey method. All Trendex ratings are developed from a telephone sample in 10 large cities where at least three television stations operate. Nine of these are Eastern Time Zone cities; one, Chicago, is in the Central Time Zone. These ratings cannot possibly measure audience size as do the Nielsen and ARB Surveys. Trendex produces rating percentages which are primarily valuable as quick checks on program performance in a limited group of cities. The sample size, measurement technique, limited geographical coverage, and effect of local program competition, such as baseball in New York and Chicago, make Trendex ratings more volatile than the figures of the truly nationwide services. Trendex, like ARB, surveys only in the first week of each month and thus reflects to a maximum degree radical fluctuations created by weather conditions, holidays, special events and unusual promotion or publicity efforts.

-----O-----

NBC-New York, 11/11/54

GOP CHAIRMAN HALL PRAISES VITAL MESSAGE OF "STATE OF THE UNION" PLAY
IN LETTER TO NBC PRESIDENT SYLVESTER L. WEAVER JR.; COLORCAST ON NBC
"PRODUCERS' SHOWCASE," MONDAY, NOV. 15 (8-9:30 P.M., EST)

Sylvester L. Weaver Jr., President of the National Broadcasting Company, has received a letter from Leonard W. Hall, Chairman of the Republican Committee, in which Mr. Hall expresses his interest in the forthcoming telecast of "State of the Union," the Pulitzer Prize play by Howard Lindsay and Russel Crouse which has a compelling political theme.

The production, to be seen on NBC-TV in compatible color on PRODUCERS' SHOWCASE Monday, Nov. 15 from 8 to 9:30 p.m., EST (available in black and white on standard sets), will star Margaret Sullavan, Joseph Cotten and Nina Foch. Previous audiences of Spectacular programs have numbered some 37,000,000, according to Nielsen surveys.

Mr. Hall's letter to Mr. Weaver follows:

(more)

TOP CHAIRMAN HALL TRAVEL VITAL MESSAGE OF "STATE OF THE UNION" MAY
IN LETTER TO THE PRESIDENT BYVETERAN J. WEAVER JR. (BROADCAST ON MAY
"PRODUCTION: SHOWCASE" MONDAY, NOV. 12 (8-9:30 P.M., EST)

WYVETTER J. WEAVER JR., President of the National Travel
Traveling Company, has received a letter from Leonard W. Hall, Chairman
of the Republican Committee, in which Mr. Hall expresses his interest
in the forthcoming release of "State of the Union" via television.
The play by Howard Lindsay and Ernest Cronin which has a compelling
dramatic theme.

The production, to be seen on NBC TV in immediate follow on
"PRODUCTION: SHOWCASE MONDAY, NOV. 12 from 8 to 9:30 p.m., EST (airtime)
in black and white on standard sets), will star Raymond Burr
Joseph Cotton and Nina Foch. Previous releases of spectacular pro-
and have numbered some 37,000,000, according to Nielsen surveys.
Mr. Hall's letter to Mr. Weaver follows:

(over)

2 - 'State of the Union'

REPUBLICAN NATIONAL COMMITTEE
1625 "I" Street, NW
Washington 6, D.C.

November 8, 1954

Mr. Sylvester L. Weaver Jr.
President
National Broadcasting Company
30 Rockefeller Plaza
New York 20, New York

Dear Mr. Weaver:

It has come to my attention that the National Broadcasting Company is planning to present the erstwhile Broadway stage success, "State of the Union," as one of its special programs on November 15.

Speaking as a veteran of a good many years in politics, I know that this drama which highlights the importance of citizen participation in the choosing of public officials carries a most vital message.

I am especially delighted that you have chosen such a splendid cast, headed by Miss Margaret Sullavan and Joseph Cotten, for this performance.

With millions of other NBC television viewers, I shall be looking forward to this show.

Sincerely,

Leonard W. Hall (signed)

-----O-----

NBC-New York, 11/11/54

UNITED STATES NATIONAL COMMITTEE
1625 "I" Street, NW
Washington 25, D.C.

November 8, 1954

Mr. Wallace L. Weaver Jr.,
President
National Broadcasting Company
30 Rockefeller Plaza
New York 20, New York

Dear Mr. Weaver:

It has come to my attention that the National Broadcasting
Company is planning to present the original Broadway stage
success, "State of the Union," as one of its special programs
on November 15.

Speaking as a voter of a good many years in politics, I
know that this drama which highlights the importance of
civic participation in the choosing of public officials
carries a most vital message.

I am especially delighted that you have chosen such a splendid
cast, headed by Miss Margaret Sullivan and Joseph Cotton. For
this performance.

With millions of other Mr. Television viewers, I shall be
looking forward to this show.

Sincerely,

Leonard W. Hall (signed)

'THY KINGDOM COME,' NON-SECTARIAN PROGRAM OF MUSIC
OF THE CHURCH, TO START ON NBC RADIO NETWORK

- - -

Modern Production Designed for Mass Appeal to Be Featured;

Ray Middleton to Introduce Music With Words from Bible

Contemporary arrangements of the traditional music of the church, scored for brass and voices, will be featured on THY KINGDOM COME, a new weekly program which will have its premiere on NBC Radio Saturday, Nov. 20 (6:30-7 p.m., EST).

The words of the King James version of the Bible, read by actor Ray Middleton, will introduce the music. The music, using "big sound" and modern-day production, will be arranged and conducted by Harriss Hubble. It will be designed for mass appeal while maintaining throughout a reverence to the material. There will be no talks or sermons on the program.

No one has ever heard church music presented quite like this before, in the opinion of Dr. S. Franklin Mack, director of the Broadcasting and Film Commission of the National Council of Churches. "I don't believe it is a sacrilege to appreciate the 'beat' in some of the old tunes," he says. "This is not a highbrow show; the music will range from the popular gospel hymns to Bach, most of it very familiar and melodic."

The new program is not a religious program as the term is normally used. Its music will not be sectarian; listeners of all faiths will hear tunes they feel are their own.

(more)

THE KINGDOM OF GOD: A NEW-TESTAMENTAL PERSPECTIVE

OF THE CENTURY TO BEAT ON THE RADIO

- - -

Normal production program for Mass Appeal 70-75

Ray Middleton to introduce music with words from Bible

Contemporary arrangements of the traditional music of the church, scored for brass and voices, will be featured on THE KINGDOM: A NEW-TESTAMENTAL PERSPECTIVE, a new weekly program which will have its premiere on WBS Radio Sunday, Nov. 20 (6:30-7:30 p.m., EST).

The words of the King James version of the Bible, read by Ray Middleton, will introduce the music. The music, using "big sound" and modern-day production, will be arranged and conducted by Ray Middleton. It will be designed for Mass Appeal which maintains throughout a reverence to the biblical. There will be no like of sermons on the program.

No one has ever heard church music produced this way before, in the opinion of Dr. H. Franklin Ross, director of the Broadcasting and Film Division of the National Council of Churches. I don't believe it is a sacrifice to appreciate the Bible in such a new way, he says. "This is not a highbrow show, the music will range from the popular gospel songs to Bach, most of it very familiar and joyful."

The new program is not a religious service as such but a weekly used. Its music will not be sectarian; listeners of all faiths will hear music they feel is their own.

(over)

2 - "Thy Kingdom Come"

"In our constant search for new ways of presenting religion on the air," Dr. Mack says, "this program stands out above anything else we have heard. It is one of the longest and firmest steps that the historic denominations have taken in the field of mass communication."

This fresh and frankly unorthodox way of presenting religion on the air is the brainchild of Harriss Hubble, a composer and arranger who has dreamed for more than 20 years of this type of presentation for church music.

A typical broadcast will open with what Hubble calls a "rouser" ("Fling Out the Banners!") followed by a devotional hymn ("Rock of Ages"). Narration from the Scriptures, largely from the Psalms, will lead into a majestic hymn ("O, God, Our Help in Ages Past"). Next will come a medley of three favorites, usually gospel hymns of a joyous nature ("We've a Song to Be Sung to the Nations"). A closing selection will emphasize what Hubble calls "God working through man" ("The Lord's Prayer").

The program will be presented by the NBC Radio network in cooperation with the National Council of Churches, and is made possible by the Presbyterian Church, U.S.A. It will originate live from NBC's Studios in Radio City, New York. There will be an invited studio audience, but no audience participation.

NBC-New York, 11/11/54

"In our constant search for new ways of presenting religion on the air," Dr. Mack says, "this program stands out above anything else we have heard. It is one of the longest and finest series that the historic denominations have taken in the field of mass communication."

This fresh and frankly unorthodox way of presenting religion in the air is the brainchild of Justice Hubbs, a composer and pianist who has dreamed for more than 20 years of this type of presentation for church music.

A typical program will open with what Hubbs calls a "procession" ("Ting Out the Banners!") followed by a devotional hymn, "Rock of Ages". Devotion from the Scriptures, largely from the Gospels, will lead into a majestic hymn ("O, God, Our Help in Ages Past"). Next will come a medley of three favorite, usually gospel hymns of a joyous nature ("We've a Song to Be Sung to the Nations"). Closing selection will emphasize what Hubbs calls "God working through man" ("The Lord's Prayer").

The program will be presented by the NBC Radio network in cooperation with the National Council of Churches, and is made possible by the Presbyterian Church, U.S.A. It will originate live from NBC's Studios in Radio City, New York. There will be an invited studio audience, but no audience participation.

MAURICE EVANS AND JUDITH ANDERSON TO HAVE NOTABLE
SUPPORTING CAST FOR 2-HOUR PRODUCTION
OF 'MACBETH' ON NBC-TV

A solid cast of Broadway actors will support Maurice Evans and Judith Anderson in Evans' own production of Shakespeare's "Macbeth," which will be seen in a two-hour production on HALLMARK HALL OF FAME Sunday, Nov. 28 (NBC-TV, 4 to 6 p.m., EST). The program will be telecast in compatible color and will be seen in black-and-white on all standard sets.

Richard Waring, an alumnus of Eva LeGallienne's Civic Repertory Theatre as well as the American Repertory Company, will portray Macduff. Staats Cotsworth will be seen as Banquo, the role he enacted in Evans' Broadway production of "Macbeth," in which Miss Anderson also was Lady Macbeth.

Such well-known Thespians as House Jameson, Margot Stevenson, Pat O'Malley, Guy Sorel, Frieda Altman, Noel Leslie, William Woodson, Edward Jerome, Basil Langton, Robert Carricut and Peter Fernandez will be prominent in the cast. The cast of characters, in order of appearance, follows:

CAST OF CHARACTERS -- "MACBETH"

(In Order of Appearance)

First Witch.....JANE ROSE
Second Witch.....FRIEDA ALTMAN
Third Witch.....MAUD SCHEERER
Duncan, King of Scotland.....HOUSE JAMESON

(more)

MAURICE EVANS AND JUDITH ANDERSON TO HAVE NOTABLE

SUPPORTING CAST FOR 2-HOUR PRODUCTION

OF "MACBETH" ON NBC-TV

A solid cast of Broadway actors will support Maurice Evans

and Judith Anderson in Evans' own production of Shakespeare's

"Macbeth," which will be seen in a two-hour production on HALLMARK

TELEVISION, Nov. 23 (NBC-TV, 8 to 9 p.m., EST). The program will

be shown in compatible color and will be seen in black-and-white

on all standard sets.

Richard Widmark, an alumnus of Eva Le Gallienne's Civic

Reperatory Theatre as well as the American Reperatory Company, will

play Macbeth. Jessica Walters will be seen as Banquo, the role

played in Evans' Broadway production of "Macbeth," in which Miss

Anderson also was Lady Macbeth.

Such well-known thespians as House Jameson, Marjot Stevenson,

Clifford, Guy Dole, Frieda Altmann, Noel Leslie, William Woodson,

and Jerome, Paul Langton, Robert Carlton and Peter Fernandez will

be prominent in the cast. The cast of characters, in order of

importance, follows:

CAST OF CHARACTERS -- "MACBETH"

(In Order of Appearance)

First Vision.....JANE ROSE

Second Vision.....FRIEDA ALTMAN

Third Vision.....NAUD SCHNEIDER

Drum, King of Scotland.....HOUSE JAMESON

(more)

2 - 'Hallmark Hall of Fame'

Malcolm.....(His Sons).....ROGER HAMILTON
Donaldbain.....PETER FERNANDEZ
Menteith.....FORD RAINEY
Angus.....MICHAEL KANE
Caithness.....EDWARD JEROME
Fleance, Son of Banquo.....JOHN REESE
Sergeant.....WILLIAM WOODSON
Ross, A Nobleman of Scotland.....GUY SOREL
Macbeth, General in the King's Army...MAURICE EVANS
Banquo, General in the King's Army....STAATS COTSWORTH
Lady Macbeth.....JUDITH ANDERSON
A Messenger.....ROY DEAN
Seyton, An Officer Attending Macbeth..BASIL LANGTON
A Porter.....PAT O'MALLEY
MacDuff, A Nobleman of Scotland.....RICHARD WARING
First Murderer.....GEORGE EBELING
Second Murderer.....ROBERT CARRICUT
Servant.....VAL WRENNE
Lady Macduff.....MARGOT STEVENSON
Boy, Son of Macduff.....RHODEN STRETER
A Doctor.....NOEL LESLIE
A Waiting-Gentlewoman.....NAN MacFARLAND

— — — — — ○ — — — — —

NBC-New York, 11/11/54



color-television presents

A MAX LIEBMAN PRODUCTION

CAST LIST FOR "BEST FOOT FORWARD," NBC-TV SPECTACULAR
SATURDAY, NOV. 20, 9-10:30 P.M., EST

Jack Haggerty.....	Robert Cummings
Gale Joy.....	Marilyn Maxwell
Bud Hooper.....	Charlie Applewhite
Helen Twitterton.....	Jeannie Carson
The Blind Date.....	Pat Carroll
Dutch Miller.....	Harrison Muller
Minerva.....	Hope Holliday
Chuck Green.....	Arte Johnson
Hunk Hoyt.....	Jimmy Komack
Ethel.....	Candi Parsons
Chester Billings.....	Gene Blakeley
Dean Reeber.....	Howard St. John

(NBC-TV Spectaculars are telecast in compatible color and
are available in high-quality black and white on standard receivers),

-----O-----

NBC-New York, 11/11/54

* PREMIER MENDES-FRANCE TO 'MEET THE PRESS' *

Pierre Mendes-France will make his first American television appearance since taking his post as premier of France, when he answers the queries of reporters on MEET THE PRESS Sunday, Nov. 21 (NBC-TV 6 p.m., EST; NBC Radio 10:30 p.m., EST).

"Meet the Press" had invited the premier to appear on the program when it was first announced he would visit Canada and the United States.

Four news experts on foreign affairs -- John Hightower of the Associated Press, August Heckscher of the New York Herald Tribune, John Oakes of the New York Times and Lawrence Spivak, permanent panel member, -- will interview Mendes-France on the program.

* -----O----- *

NBC-TV NEWS

RAYMOND F. GUY IS PROMOTED TO POST OF DIRECTOR
OF RADIO FREQUENCY ENGINEERING

Raymond F. Guy, who started his radio career 38 years ago with the Marconi Wireless Telegraph Co., has been appointed director of Radio frequency engineering for the National Broadcasting Company.

Guy's promotion from manager of radio and allocation engineering to director was announced by Robert E. Shelby, NBC Vice President and Chief Engineer.

Guy will continue to direct the activities of the engineering allocations group and will be responsible for all radio frequency engineering problems within the company.

He also will act as liaison on radio frequency engineering and allocations matters between NBC's Engineering Department and other RCA divisions, and government and industry organizations.

-----O-----

NBC-New York, 11/11/54

EXHIBIT NUMBER THREE TO THE PROCEEDINGS

STANTON WARDEN-THOMAS WILL MAKE HIS FIRST

APPEARANCE IN THE COURT OF THE UNITED STATES

ON THE 10TH OF JANUARY, WHEN HE ANSWERS THE

CHARGE OF VIOLATION OF THE PROSECUTION

NOV. 21 (WED-THU) 10:30 P.M., 1937

NOT

"About the time" and invited the promoter to

appear on the program when it was first announced

he would visit Canada and the United States.

Now news reports on foreign affairs -- John

Hightower of the Associated Press, August Hochstadt

of the New York Herald Tribune, John C. C. of the

New York Times and Leonard S. of the

press, and -- will interview Warden-Thomas on

the program.

NEW-IV NEWS

RAYMOND E. GUY IS PROMOTED TO POST OF DIRECTOR

OF RADIO FREQUENCY ENGINEERING

Raymond E. Guy, who started his radio career 38 years ago

in the National Wireless Telegraph Co., has been appointed director

of the Radio Frequency Engineering for the National Broadcasting Company.

Guy's promotion from manager of radio and allocation engi-

neering to director was announced by Robert E. Thayer, who vice

president and chief engineer.

Guy will continue to direct the activities of the engineering

division group and will be responsible for all radio frequency

engineering problems within the company.

He also will act as liaison on radio frequency engineering

with the Federal Bureau of Investigation, Department and other

divisions, and government and industry organizations.

HAROLD F. KEMP TO TRANSFER TO NBC IN HOLLYWOOD
FOR POST AS GENERAL PROGRAM EXECUTIVE

Harold F. Kemp, manager of NBC's talent office in New York, will transfer to Hollywood on Dec. 1 and become a general program executive reporting to Fred Wile, Jr., Vice President in charge of Programs for NBC's Pacific Division, it was announced today in Hollywood.

Kemp will work on general program matters in television and radio, Wile said.

"Hal Kemp brings an unusual combination of experiences to his new assignment," Wile declared. "A booker for the Keith Circuit in the halcyon days of vaudeville, an advertising agency radio department executive for more than a decade, a talent scout for Warner Bros., an agent for the William Morris office and an NBC program executive -- we welcome the additional strength of this diversified professional background in our Hollywood organization."

Kemp was with NBC in the mid-thirties as a talent executive, and rejoined the staff of the TV network in 1950 as associate producer of the "All-Star Revue" in Hollywood. Subsequently, he was assigned to the talent division at New York headquarters.

-----O-----

NBC-New York, 11/11/54

HAROLD E. KEMP TO TRANSFER TO NEW YORK OFFICE

FOR TEST AS GENERAL PROGRAM DIRECTOR

Harold E. Kemp, manager of New York office, will be transferred to New York

and assigned to the New York office as general program director.

His assignment to New York office is being made as a result of the

transfer of Mr. Kemp from the New York office to the New York office.

Kemp will be in New York office in the New York office.

He will be in New York office.

"Mr. Kemp is being transferred to New York office as general program director.

His assignment to New York office is being made as a result of the

transfer of Mr. Kemp from the New York office to the New York office.

He will be in New York office in the New York office.

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His assignment to New York office is being made as a result of the

WBC-NEW YORK, 11/11/54

CREDITS FOR 'HAPPY FELTON'S SPOTLIGHT GANG'

PROGRAM: HAPPY FELTON'S SPOTLIGHT GANG.

TIME: NBC-TV (network except
WRCA-TV), Saturdays, 10 to
10:30 a.m., EST.

PREMIERE DATE: Nov. 20, 1954

STAR: Happy Felton.

FORMAT: Films of outstanding variety
and circus acts from abroad,
followed by quiz based on
films. Contestants will be
children from studio audi-
ence. Happy's "Tell Five"
Club also will enable
children at home to compete
for prizes. This is one of
four Saturday morning NBC-TV
shows (10 a.m. to 12 noon)
especially designed for
children.

PRODUCER: Craig Allen.

DIRECTOR: Craig Allen

ASSOCIATE PRODUCER
AND WRITER: Charles Speer.

EDITOR: Arnold Morrison.

ORIGINATION: New York.

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NBC-New York, 11/11/54

CRÉDITS FOR HAPPY WILSON'S SPOTLIGHT GAMES

PROGRAM: HAPPY WILSON'S SPOTLIGHT GAMES.
 TIME: NBC-TV (network except
 WMA-TV), Saturdays, 10 to
 10:30 a.m., EST.
 PREMIERE DATE: Nov. 30, 1954
 STAR: Happy Wilson.
 FORMAT: Film of outstanding variety
 and circus acts from abroad,
 followed by quiz based on
 films. Contestants will be
 children from studio audi-
 ence. Happy's "Toll Five"
 film also will enable
 children to come to compete
 for prizes. This is one of
 four Saturday morning NBC-TV
 shows (10 a.m. to 12 noon)
 especially designed for
 children.
 PRODUCER: Craig Allen.
 DIRECTOR: Craig Allen.
 ASSOCIATE PRODUCER
 AND WRITER: Charles Becker.
 EDITOR: Arnold M. Brown.
 ORIGINATOR: New York.



TRADE NEWS

A SERVICE OF



November 12, 1954

NBC MAINTAINING TRADITIONAL SUPERIORITY IN COMMANDING TV'S LARGEST AUDIENCES, ACCORDING TO NIELSEN INDEX

NBC Television is maintaining its traditional superiority in commanding television's largest audiences, according to the newest Nielsen Television Index, the national audience-counting service.

"Analysis of the Nielsen report for October, the first since the return of all the big Fall shows, reveals that NBC Television continues to lead in the number of homes reached and in the average ratings," it was pointed out by Hugh M. Beville Jr., director of planning and research for the National Broadcasting Company.

Mr. Beville stated that the Nielsen analysis shows:

"1. The average NBC-TV program reaches 900,000 more homes than the average CBS show, an advantage of 15.1 per cent.

"2. The average NBC-TV program rated 12.9 per cent higher than the average CBS show."

Mr. Beville pointed out that Nielsen listed seven NBC-TV shows among the nation's top 10 and noted that the network's "Martha Raye Show," with a rating of 51.3, was only 1.6 points behind the Number One show, "I Love Lucy."

Mr. Beville said the Nielsen survey also revealed that on five nights a week the average NBC-TV show reached more homes than the average CBS show, and that on four nights a week the show with the highest rating was an NBC-TV program.

The Nielsen report covers the 6-11 p.m. period and is for the two weeks ending Oct. 9.

-----O-----



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TRADE NEWS

A SERVICE OF



November 12, 1954

SWIFT AND CO. TO SPONSOR NEW SATURDAY NIGHT TV SHOW FEATURING HORACE HEIDT WITH CURRENT HEADLINERS AND FUTURE STARS

Swift and Company, one of America's leading producers of meat and meat products, has purchased the 7:30 to 8:00 p.m. time period on Saturdays on the NBC Television Network for a brand new program featuring Horace Heidt. The new series, a unique format for presenting current entertainment headliners and discovering and presenting the stars of the future, begins Saturday, Jan. 8, 1955. J. Walter Thompson Company is the agency for Swift.

One of America's best known bandleaders, Horace Heidt has achieved widespread fame for his programs which have brought stardom and recognition to scores of young entertainers from all sections of the country. Many of those whose talents he has given national exposure have gone on to become bright luminaries in the world of entertainment.

-----O-----

TOP TALENT FOR 'BEST FOOT FORWARD'

Handsome Robert Cummings, glamorous Marilyn Maxwell, winsome Jeannie Carson (England's newest musical comedy star) and a host of talented young entertainers including Charlie Applewhite, Pat Carroll and Harrison Muller, will make up the cast of Max Liebman's next NBC-TV color Spectacular, BEST FOOT FORWARD (9 to 10:30 p.m., EST) on Saturday, Nov. 20.

-----O-----

NBC RADIO NETWORK NEWS

November 12, 1954

CROSLEY DIVISION OF AVCO BUYS 16 PARTICIPATIONS AND FOUR 5-MINUTE NEWS PROGRAMS ON NBC RADIO

The Crosley Division of the Avco Corporation has ordered 16 participations and four five-minute news programs on the NBC Radio Network in the interest of Crosley television receivers.

The order, which was placed through Batten, Barton, Durstine and Osborn, Inc., is for participations on Mondays and Wednesdays in the GREAT GILDERSLEEVE, for participations in FRIDAY WITH GARROWAY each Friday, and two five-minute news broadcasts on Thursdays during the Nov. 29-through-Dec. 10 period.

A similar order for the Jan. 17-through-Jan. 28 period calls for participations in "Fibber McGee and Molly" each Monday and Wednesday, five-minute news broadcasts each Thursday, and for participations in "Friday with Garroway."

The news broadcasts with Richard Harkness will be heard from 9:00 to 9:05 p.m., EST. "The Great Gildersleeve" is heard Sunday through Thursday from 10:15-10:30 p.m., EST; "Fibber McGee and Molly," Sunday through Thursday, 10:00-10:15 p.m., EST, and "Friday With Garroway" 8:30-10 p.m., EST.

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TRADE NEWS

A SERVICE OF



November 12, 1954

* _____ *

| COMEDY AND SONGS SET THE PACE AT PREMIERE OF |

| 'PAUL WINCHELL AND JERRY MAHONEY SHOW' |

* _____ * * _____ *

Comedy and songs will set the pace for the new PAUL WINCHELL AND JERRY MAHONEY SHOW, which gets under way Saturday, Nov. 20, on NBC-TV (10:30 to 11 a.m., EST).

With this and other shows in a 10 a.m. to 12 noon grouping designed especially for children, NBC makes its entry into Saturday morning network television.

Plot of the new comedy show will center around activities of the Jerry Mahoney Club, with action taking place in the clubhouse. Jerry, of course, is club president, while his fellow dummy, Knucklehead Smiff, is secretary. Another Winchell voice, Oswald, who heckles Jerry as his conscience, will also be on hand.

Making his debut will be one of Winchell's new characters. He is Knucklehead's pal, Irving, a scholarly mouse.

In charge of musical arrangements for the show and participating as a member of the cast will be Milton Delugg, noted composer and conductor. His song hits include "Hoop-Dee-Doo," "Orange-Colored Sky," "Be My Life's Companion," "Shanghai," "My Lady Loves to Dance" and "Just Another Polka." Delugg led a band on tour with Al Jolson and

(more)

2 - 'Paul Winchell and Jerry Mahoney Show'

appeared in the film, "Jolson Sings Again." He was the conductor for the "All Star Revue" and the "Fred Allen Show."

Another real-life character in the cast will be 14-year-old Beverly Wright, who will play the role of Giggles, vice president of the Jerry Mahoney Club. Beverly, who will sing and play the guitar, has had roles in several television shows and was a winner in a Paul Whiteman talent competition.

About 20 children from the studio audience will participate each week as club members.

Winchell and his wise-cracking sidekick starred on their own NBC Television program for three years. Paul is also well known as a headline performer in theatres, supper clubs and on radio. While specializing in the art of ventriloquism, he also became a skilled entertainer in song and dance routines and in serious acting. In 1952, Paul was selected by Look Magazine, in its annual TV awards, as the medium's most versatile performer.

Hudson Faussett will produce and direct the "Paul Winchell and Jerry Mahoney Show." Writers are J. Franklin Jones, Hy Zaret and Allan Stearn. Original music will be composed by Delugg, Zaret and Lou Singer. The show will originate in New York.

-----O-----

NBC-New York, 11/12/54

appeared in the film "John Henry". He was the conductor for
the "All Star Revue" and the "John Henry Show."

Another real-life competitor in the show will be 14-year-old
Jimmy Wright, who will play the role of Giggles, vice president of
the Jerry Mahoney Club. Jimmy, who will sing and play the guitar,
has roles in several television shows and was a winner in a 1961
national talent competition.

About 20 children from the studio audience will participate
each week as club members.

Winchell and his wife-cohosting actress starred in their
own NBC television program for three years. Paul is also well known
as a musical performer in theaters, on radio and on television. While
specializing in the art of ventriloquism, he has become a national
celebrity in song and dance routines and in various acting. In
1952, Paul was selected by Look magazine as the number one TV star. He
is making his most versatile performance.

Edison Records will produce and distribute the "Paul Winchell
and Jerry Mahoney Show." Winchell and J. Franklin Jones, Jr. have and
will produce. Original music will be composed by Nelson, Jones and
the show will originate in New York.

CREDITS FOR 'PAUL WINCHELL AND JERRY MAHONEY SHOW'

PROGRAM: THE PAUL WINCHELL AND JERRY MAHONEY
SHOW.

TIME: NBC-TV, Saturdays, 10:30 to 11 a.m.,
EST.

PREMIERE DATE: Nov. 20, 1954.

STARS: Paul Winchell and Jerry Mahoney

FORMAT: Comedy with music, in Jerry Mahoney's
clubhouse. Other characters
created by Winchell are also in
the show -- Knucklehead Smiff,
Oswald and Irving. Twenty child-
ren from the studio audience will
participate each week as club
members. Show is part of a two-
hour Saturday group of programs
(10 a.m. to 12 noon) designed
especially for children.

CAST INCLUDES: Milton DeLugg and his trio, and
Beverly Wright.

PRODUCER-DIRECTOR: Hudson Faussett.

WRITERS: J. Franklin, Jones, Hy Zaret and
Allan Stearn.

ANNOUNCER: Fred Collins.

SET DESIGNER: William Riva.

UNIT MANAGER: Monty Morgan.

ORIGINATION: New York.

SPONSOR: Tootsie Rolls.

AGENCY: Moselle and Eisen.

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NBC-New York, 11/12/54

PROGRAM: THE PAUL WINGFIELD AND JERRY HANCOCK SHOW
TIME: MON. 10:30 PM, 10:30 to 11 PM
PREMIERE DATE: MON. 10:30 PM
CLASS: Paul Wingfield and Jerry Hancock
FORMAT: Comedy with music, in Jerry Hancock's
style. Other characters
created by Wingfield and also in
the show - "The Show" and "The Show"
and "The Show" and "The Show" and
participate each week in the
show. Show is part of a two-
hour Saturday group of programs
(10 a.m. to 12 noon) designed
especially for children.
CAST INCLUDES: Milton Brown and his trio; and
Heavenly Bodies.
PRODUCER-DIRECTOR: Herman Brown.
WRITERS: J. Franklin Jones, Jr. and
Allen Stewart.
ANNOUNCER: Fred Collins.
SET DESIGNER: William Ryan.
COSTUME MANAGER: Mary Nelson.
COORDINATION: Joe Tate.
SPONSOR: The Coca-Cola Co.
AGENCY: Mearns and Brown.



News

SPOT SALES

NBC SPOT SALES LAUNCHES NEW ADVERTISING CAMPAIGN

FOR RELEASE MONDAY A.M., NOV. 15

NBC Spot Sales is launching a new advertising campaign this week with the copy theme: "In more and more client-agency huddles, decision makers are Sold On Spot as a basic advertising medium." The copy line is illustrated with full-page candid photographs of leading client and advertising executives in conference with their staffs, and at their plants or points of sale.

Announcement of the campaign was made today by Thomas B. McFadden, director of NBC Spot Sales, who credited H.W. (Hank) Shepard, new business and promotion manager of the radio and television sales organization, with conceiving the campaign.

The ads are scheduled for insertion in major trade publications.

First in the series will be published on Wednesday, Nov. 17. The double-page advertisement is illustrated with a candid photo of MacDonald Dunbar, Media Group supervisor, Ted Bates & Company; J.S. Hewitt, executive vice president of the Anahist Company, Inc., and C.L. MacNelly, account executive, Ted Bates & Company, in conference. The copy reads: "In more and more client-agency huddles, decision-makers are Sold On Spot. Super Anahist and its agency, Ted Bates &

(more)

2 - NBC Spot Sales Campaign

Company, are Sold on Spot as a basic advertising medium!" The copy in the body advises that Super Anahist is the nation's "fast-growing cold remedy. Your advertising agency can show you how Spot broadcasting, used as a major advertising medium seasonally or throughout the year, can fill your particular needs." The copy also points out that in "11 major markets...rich markets that account for almost half the nation's retail sales...NBC Spot Sales represents top radio and television stations. Why not find out how Spot in these markets can work for you as it does for Super Anahist and thousands of other successful advertisers? More top level executives are sold on Spot because more products are sold on Spot...and some Spots are better than others."

Other success stories of companies using Spot will be told in subsequent advertisements. Among the companies will be C.F. Mueller Company, Sunshine Biscuits, Inc., and P. Ballantine & Sons.

The photographs in the series were taken by three of America's leading news photographers: Elliot Erwitt, Robert Frank and Ted Castle. Art was directed by Fred Veit of the Grey Advertising Agency, through which the series is being placed.

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NBC-New York, 11/12/54

November 12, 1954

NBC RADIO NETWORK PREPARING 80TH BIRTHDAY SALUTE

TO SIR WINSTON CHURCHILL: 'HIS FINEST HOUR'

NBC representatives are combing Europe these days, searching for the people who have influenced Winston Churchill during his long and outstanding life.

When found, they will be "taped" and the recordings of their voices will be included in HIS FINEST HOUR, the network's hour-long tribute to the great statesman on Sunday, Nov. 28 (NBC Radio from 7 to 8 p.m., EST).

The people already located and recorded include an 81-year-old man who attended Harrow with Sir Winston and another oldster who served as a fellow correspondent with him in the Boer War.

Statesmen abound among those whose voices will be heard on the program: Paul Reynaud, French premier during World War II; Krishna-Menon, India's delegate to the UN; Emanuel Shinwell, a political opponent, and Lord Ismay, Churchill's chief of staff during World War II.

The program will be presented to commemorate Churchill's 80th birthday.

-----O-----

November 12, 1954

NEW RADIO NETWORK DEDICATING BOTH BIRTHDAY SALUTE

TO SIR WINSTON CHURCHILL: 'HIS FINEST HOUR'

NBC representatives are coming from these
days, attending for the people who have influenced
Winston Churchill during his long and outstanding
life.

When found, they will be "taped" and the
recordings of their voices will be included in
HIS FINEST HOUR, the network's hour-long tribute
to the great statesman on Sunday, Nov. 14 (NBC
radio from 7 to 8 p.m., EST).

The people already located and recorded in-
clude an 81-year-old man who attended Harrow with
Sir Winston and another classmate who served as a
fellow correspondent with him in the Boer War.
Speakers shown among those whose voices
will be heard on the program: Paul Reynaud,
French premier during World War II; Krishna-Munshi,
India's delegate to the UN; Emanuel Shinwell, a
political opponent, and Lord Jarry, Churchill's
chief of staff during World War II.
The program will be presented to commemorate
Churchill's 80th birthday.

'BIRTHDAY' PARTY FOR PRODUCER-DIRECTOR FRANK WISBAR MARKS
COMPLETION OF 250th 'FIRESIDE THEATER' FILM

FOR RELEASE SUNDAY, NOV. 14

Five hundred Hollywood notables, friends and associates of Frank Wisbar, producer-director of NBC-TV's FIRESIDE THEATER series, gathered on the sound stage of American National Studios in Hollywood last night (Nov. 13) to congratulate him on his 250th "birthday" while cameras whirled for a final "take" of a teleplay.

Wisbar was working late to finish filming the final half-hour story for the 1954-55 season of the popular comedy-drama series (seen Tuesday nights, 9 p.m., EST), the 250th since the program started in the Fall of 1948.

When the first film of the series was shown six years ago, producer Wisbar told a newsman that he felt he was starting in television "the way a one-year-old baby starts in life." His crew picked up the notion, and with the completion of each telefilm took to congratulating Frank on another "birthday." Many of the original staff were on hand for the 250th shooting ceremony. About 1,300 miles of film have been exposed for the program, and more than \$5,000,000 has been spent in producing the shows. During the years, the number of homes in which "Fireside" is seen has risen from 2,000,000 in 1948 to 10,000,000 in 1954.

A huge cake, lit with 250 candles, was a feature of the party. Many of the stars who have appeared and will appear in this season's "Fireside Theater" productions posed for photos with Wisbar in front of a huge fireplace. Gene Raymond, host of the series, sent his congratulations from New York, where the commercials for the program are filmed in a recently opened studio.

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NBC-New York, 11/12/54

COMPLETION OF SOUTH WISCONSIN RAILROAD

PLANNED PROGRESS REPORT

Five hundred Hollywood notables, friends and associates of
and producer-director of NBC-TV's "THE TIGER" series,
gathered on the sound stage of American National Studios in Hollywood
last night (Nov. 13) to congratulate him on his 50th birthday.
The occasion was marked for a final "take" of a teleplay.
Wilder was working late to finish filming the final part-
in story for the 1954-55 season of the popular comedy-drama series
on Tuesday night, 8 p.m., EST, the 50th when the program
aired in the fall of 1954.
When the first film of the series was shown six years ago,
Robert Wilder told a newsmen that he felt he was starting in tele-
vision "the way a one-year-old baby starts in life." His crew picked
the notion, and with the completion of each teleplay took to
celebrating Frank on another "birthday." Many of the original cast
are on hand for the 50th shooting ceremony. About 1,300 people are
to have been expected for the program, and more than \$5,000 has
been spent in producing the show. During the year, the number of
series in which "The Wilder" is seen has risen from 2,000 in 1954 to
100,000 in 1954.
A large cake, lit with 50 candles, was a feature of the party.
Many of the stars who have appeared and will appear in this series
were in the "The Wilder" production posed for photos with Wilder in front
of a large television. (The network, host of the series, sent his
congratulations from New York, where the commercials for the program
filmed in a recently opened studio.

LIST OF SCENES: MAURICE EVANS' PRODUCTION OF 'MACBETH' ON NBC-TV'S
"HALLMARK HALL OF FAME" SUNDAY, NOV. 28, 4-6 P.M., EST

ACT I

Scene 1 - A Scottish Heath

- " 2 - Duncan's Command Post near the Battle
- " 3 - A Heath near Forres
- " 4 - Duncan's Command Post
- " 5 - Bedroom in Macbeth's Castle, Dunsinane
- " 6 - Before Macbeth's Castle
- " 7 - Main Hall of Macbeth's Castle
- " 8 - Hall to Duncan's Bedroom
- " 9 - Outer Court of Macbeth's Castle
- " 10 - Inner Court of Macbeth's Castle
- " 11 - Outer Court of Macbeth's Castle
- " 12 - Outside Duncan's Bedroom

ACT II

Scene 1 - Outside Macbeth's Castle

- " 2 - Main Hall at Dunsinane
- " 3 - The Same
- " 4 - Macbeth's Bedroom
- " 5 - A Park near the Palace
- " 6 - Main Hall at Dunsinane
- " 7 - Palace Corridor
- " 8 - Macbeth's Bedroom
- " 9 - A Heath

(more)

LIST OF LOCATIONS: MAURICE EVANS, PRODUCTION OF "HALLMARK HALL OF FAME" SUNDAY, NOV. 20, 8-9 P.M., EST

ACT I

- Scene 1 - A Scottish Castle
- 2 - Duncan's Command Post near the Castle
- 3 - A Scottish Home
- 4 - Duncan's Command Post
- 5 - Bedroom in Macbeth's Castle
- 6 - Before Macbeth's Castle
- 7 - Main Hall of Macbeth's Castle
- 8 - Hall in Duncan's Castle
- 9 - Outer Court of Macbeth's Castle
- 10 - Inner Court of Macbeth's Castle
- 11 - Outer Court of Macbeth's Castle
- 12 - Outside Duncan's Bedroom

ACT II

- Scene 1 - Outside Macbeth's Castle
- 2 - Main Hall of Duncan's Castle
- 3 - The Banquet
- 4 - Macbeth's Bedroom
- 5 - A Park near the Castle
- 6 - Main Hall of Duncan's Castle
- 7 - Banquet Hall
- 8 - Macbeth's Bedroom
- 9 - A Scottish Castle

2 - 'Macbeth' Scenes

ACT II (Cont'd)

Scene 10 - Macbeth's Bedroom

- " 11 - Macduff's Castle -- the Garden
- " 12 - The Terrace within the King's Palace
- " 13 - Macbeth's Bedroom and Courtyard
- " 14 - The Country near Dunsinane
- " 15 - A Room in the Castle
- " 16 - The Country near Birnam Wood
- " 17 - The Courtyard, Dunsinane
- " 18 - Dunsinane, before the Castle
- " 19 - The Same

-----O-----

NBC-New York, 11/12/54

ACT II (Cont'd)

- Scene 10 - Macbeth's Bedroom
11 - Macbeth's Chamber - The Garden
12 - The Terrace within the Garden's Palace
13 - Macbeth's Bedroom and Corridor
14 - The Country near Dunsinane
15 - A Room in the Castle
16 - The Country near Birnam Wood
17 - The Camp near Dunsinane
18 - Dunsinane, before the Castle
19 - The same

THE END

STEVE ALLEN'S SPECIAL EARLY TV APPEARANCE
CAUSED A DEADLINE DILEMMA FOR ONE VIEWER

NBC-TV's Night Executive Office -- recipient of routine telephone calls commenting on network shows -- had an unusual call the night Steve Allen substituted for Bob Hope (Tuesday, Nov. 9, 8-9 p.m., EST). Allen's "Tonight" show is a regular visitor to TV homes from 11:30 p.m.-1 a.m., Mondays through Fridays.

Steve's early appearance completely befuddled a commercial artist. While working to meet a 10 p.m. deadline, the artist turned on the TV set near her drawing board. When she saw Steve she "nearly had heart failure." So used to seeing him around midnight, she was sure she had missed her deadline. She called NBC's Night Executive Office and was assured that it was only 9 p.m.

-----O-----

NBC'S WADE ARNOLD TO DISCUSS 'AUTHOR AND HIS CRAFT'

Wade Arnold, NBC producer, will deliver a lecture on dramatic writing at Pratt Institute, Brooklyn, N.Y., Wednesday, Nov. 24.

It will be one of a series of eight weekly addresses on "The Author and His Craft." The series is open to the general public as a community service.

-----O-----

THE TRUTH ABOUT

STEVE ALLAN'S SPECIAL EARLY TV APPEARANCE
CASHED A TREASURE CLIMAX FOR ONE VIEWER

NBC-TV's Midday Executive Office -- a collection of
routine telephone calls commenting on network shows --
had an unusual call the night Steve Allan substituted
for Bob Hope (Tuesday, Nov. 9, 8-9 p.m., EST). Allan's
'Tonight' show is a regular relay to TV homes from
11:30 p.m. - 1 a.m., Monday through Friday.
Steve's early appearance completely interrupted a
scheduled series. While working to meet a 10 p.m.
deadline, the series turned on the TV and soon her
teaching board. When she saw Steve and "Tonight" and
left behind. "I went to bed and was around midnight,
she was sure she had missed her deadline. The series
NBC's Night Executive Office was alerted that it
was only 9 p.m.

NBC'S WIDE AROUND TO MISCELLANEOUS AND HIS OWN

Wade Arnold, NBC producer, will deliver a lecture on dramatic
acting at Pratt Institute, Brooklyn, N.Y., Wednesday, Nov. 24.
It will be one of a series of eight weekly addresses on "The
Show and His Craft." The series is open to the general public as
community service.



TRADE NEWS



A SERVICE OF

November 15, 1954

MATTHEW J. CULLIGAN IS APPOINTED TO NEW POST OF NATIONAL SALES MANAGER FOR NBC-TV NETWORK

Matthew J. Culligan has been appointed to the newly created post of national sales manager for the Television Network, George H. Frey, Vice President in charge of Television Network Sales for the National Broadcasting Company, announced today.

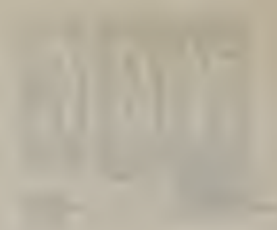
In his new position Mr. Culligan will be in charge of the entire national sales staff for the NBC Television Network, including all sales personnel in the New York, Chicago, Los Angeles and Detroit offices. He will report to Mr. Frey.

Roy C. Porteous, supervisor of the sales unit for "Today," has been promoted to sales manager of NBC Participating Programs Department, the post previously held by Mr. Culligan.

Walter Scott, administrative sales manager for the Television Network, continues his present duties without change, also reporting to Mr. Frey. Reporting to Mr. Scott are the Sales Development, Sales Presentation, Sales Traffic and Office Services Departments.

Mr. Culligan, who is 36, joined NBC in 1952. In his position as sales manager for NBC's Participating Programs Department, he played a major role in compiling a record high total of more than

(more)



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THE NEW YORK PUBLIC LIBRARY
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\$13,000,000 in gross billings for 1954 for "Today," "Home" and "Tonight," the network's trail-blazing trio of magazine-concept programs.

Prior to joining NBC he was Vice President of John Sutherland Productions, TV film producers; advertising director for Radio-TV News, Modern Bride, Flying and Photography magazines, and from 1945 to 1950 manager of Good Housekeeping magazine's home building department. He served as a company commander with the First Infantry Division in Europe in World War II.

Mr. Porteous joined NBC in 1942 as a member of the Program Department, was appointed assistant sales promotion manager for National Spot Sales in 1942, and shortly after was named assistant promotion manager of WEAU, now WRCA, in New York City. In 1950 he was transferred to Network Sales from the Advertising and Promotion Department. He was named sales supervisor of the "Today" unit last March.

-----O-----

NBC-New York, 11/15/54

13,000,000 in gross billings for 1954 for "Today," "Time," and "Tomorrow," the network's most popular radio program.

After he joined NBC he was vice president of John J. Johnson, Inc., TV film producer; advertising director for Radio-TV News, Modern Bride, Flying and Photography magazines, and from 1947 to 1950 manager of Good Housekeeping magazine's home editing department. He served as a company commander with the First Infantry Division in Europe in World War II.

Mr. Foxworth joined NBC in 1949 as a member of the program department, was appointed assistant sales promotion manager for National Spot Sales in 1951, and shortly after was named assistant promotion manager of WABC, New York City. In 1950 he was transferred to Network Sales from the Advertising and Promotion department. He was named sales supervisor of the "Today" and "Last

November 15, 1954

DINAH SHORE TO HAVE GEORGE GOBEL AND OTHER TOP STARS
AS GUESTS ON SPECIAL HALF-HOUR TELECAST OF NOV. 23

- - -

Patrice Munsel, Peggy Lee, Kitty Kallen on Double-Length Show
Saluting 50,000,000th Car Off G.M. Assembly Line

Dinah Shore will extend her regular quarter-hour show to a half-hour on Tuesday, Nov. 23 (NBC-TV, 7:30 p.m., EST) for a special extravaganza of song and comedy with a brilliant roster of guest stars to pay tribute to General Motors and their 50 millionth car -- a Chevrolet -- which will come off the assembly line in Flint, Mich. that day.

Chevrolet sponsors "The Dinah Shore Show" twice weekly on NBC-TV and twice weekly on NBC Radio.

George Gobel, brilliant young comic will visit the show along with lovely singers Patrice Munsel, Peggy Lee and Kitty Kallen. Dinah, Patrice, Peggy and Kitty form an all-star quartet which will have its problems with Gobel who has always wanted to sing and tries to turn the group into a quintet.

The singers also will be heard in solos and duets. Dinah and her guests will take a journey in time starting in 1912 and, with

(more)

November 12, 1954

Dinner guests to have George Costello and other top stars

at dinner on special high-hour broadcast of Nov. 12

George Costello, Betty Lee, Kitty Kallin on George-Lee-Kitty show

Following 10,000,000, 11:00 P.M. Assembly Line

Dinner guests will include top regulars George-Lee-Kitty show

all-time on Thursday, Nov. 12 (NBC-TV, 7:30 P.M., EST) for a special

celebration of song and comedy with a brilliant roster of guest stars

and guests to General Motors and their 10 millionth car...

highlight -- which will come off the assembly line in Flint, Mich.

Nov. 12.

George Costello, Betty Lee, Kitty Kallin "The Great Show Show" twice weekly on

NBC-TV and twice weekly on NBC Radio.

George Costello, Betty Lee, Kitty Kallin will visit the show

long with lovely singers Betty Lee, Kitty Kallin, Betty Lee and Kitty Kallin.

Costello, Betty Lee and Kitty Kallin on all-star quartet which will

and the problems with Costello who has always wanted to sing and write

to turn the group into a quartet.

The singers also will be heard in other and other. Dinner

and her guests will have a party in time starting in 1912 and, with

songs, styles and staging, will cover the intervening years to the present time. Models of Chevrolet cars in these years also will be shown throughout the show.

From Flint, Mich., the noted NBC commentator John Cameron Swayze will show the gold-plated 50-millionth car as he unveils it in special ceremonies.

The program will be produced in Hollywood by the regular producer of the "Dinah Shore Show" Bob Banner. Harry Zimmerman conducts the orchestra.

The "Camel News Caravan" usually heard at 7:45 p.m., EST has relinquished its time for this date only.

-----O-----

NBC-New York, 11/15/54

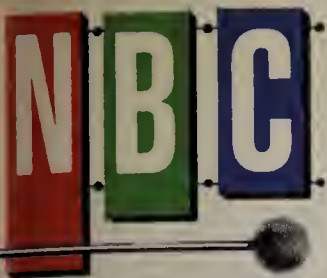
... styles and strategies will cover the intervening years to the
... of the 1940s. ... of the 1940s ... will be
... the 1940s ...

From 1940 to 1945, the ...
... will show the ...
... the 1940s ...

The program will be produced in Hollywood by the regular
... of the "1940s Short Story" ...
... the 1940s ...

The "1940s Short Story" ...
... the 1940s ...

1940-1945



COLOR TELEVISION NEWS

CREDITS FOR MAURICE EVANS' TWO HOUR PRODUCTION OF 'MACBETH'
ON 'HALLMARK HALL OF FAME' SUNDAY, NOV. 28 ON NBC-TV

PROGRAM:

"Macbeth," by William Shakespeare, on
HALLMARK HALL OF FAME in a special
two-hour compatible color telecast,
on NBC-TV Sunday, Nov. 28, 4-6 p.m.,
EST. Program will be seen in black
and white on all standard sets.

CAST:

Co-starring Maurice Evans and Judith
Anderson, with Richard Waring, Staats
Cotsworth, Pat O'Malley, House
Jameson, Margot Stevenson, Guy Sorel,
Frieda Altman, Noel Leslie, William
Woodson, Edward Jerome, Basil
Langton, Robert Carricut, Peter
Fernandez, Maude Scheerer, Jane Rose,
Roger Hamilton, Ford Rainey, Michael
Kane, John Reese, George Ebeling,
Val Wrenne, Rhoden Streeter, Nan
MacFarland and Roy Dean.

PRODUCTION AND TV ADAPTATION:

Maurice Evans

DIRECTED BY:

George Schaefer

NBC-TV PRODUCER-DIRECTOR:

Hudson Faussett

NBC EXECUTIVE PRODUCER:

Jack Rayel

ASSOCIATE PRODUCERS:

Mildred Freed Alberg and Emmett Rogers

MUSIC COMPOSED AND DIRECTED BY:

Lehman Engel

SETTINGS:

Otis Riggs

COSTUMES:

Noel Taylor

ASSOCIATE DIRECTOR:

Sutton Roley

TECHNICAL DIRECTOR:

Robert Long

MAKE-UP:

Nina Blanchard

COIFFEUR:

Ernie Adler

-----O-----

NBC-New York, 11/15/54

*
SINGING STAR DOROTHY COLLINS RETURNS TO 'YOUR HIT PARADE'
*
*
*

Dorothy Collins, a singing star of YOUR HIT PARADE, returns to the show Saturday, Nov. 20 (NBC-TV, 10:30 p.m., EST) following a leave of several months, during which Polly Bergen substituted for her.

Miss Collins, who is the wife of Raymond Scott, music director of "Your Hit Parade," gave birth to an eight-pound daughter, Deborah, on Oct. 24, in North Shore Hospital, Manhasset, Long Island, N.Y.

Dorothy will be seen on the musical show each Saturday night as formerly, with Gisele MacKenzie, Snooky Lanson and Russell Arms as her vocal co-stars, backed by the Hit Parade Singers and Dancers and Raymond Scott's Orchestra.

On Saturday, Nov. 13, "Hey There" resumed its position as No. One on the Top Seven Survey List, jumping from fifth place. "I Need You Now" remained No. Two. "If I Give My Heart to You" is now No. Three. "Papa Loves Mambo" advanced two notches to fourth place, followed by "Count Your Blessings Instead of Sheep" as No. Five. "This Ole House" is No. Six. "Mr. Sandman" joined the favored list as No. Seven, for the first time.

-----O-----

WEDNESDAY, NOV. 12, 1958

Country will be seen on the musical show with a

day night as formerly, with GARY MCKENNA, GARY LARSON

and FOWLER with a new vocal quartet, backed by the HIT

Parade Singers and Harpists and a new vocal quartet.

On Wednesday, Nov. 12, "Top Tunes" featured the

position as No. One on the Top Seven Survey List, jumping

from fifth place. "I Need You Now" featured No. Two. "If I

Give My Heart to You" is now No. Three. "Papa Love Mambo"

advanced two places to fourth place, followed by "Come

Just Blazing Inland of Speed" at No. Five. "This Old House"

is No. Six. "Mr. Sandman" joined the Top Seven at No.

Seven, for the first time.

Country will be seen on the musical show with a

day night as formerly, with GARY MCKENNA, GARY LARSON

and FOWLER with a new vocal quartet, backed by the HIT

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advanced two places to fourth place, followed by "Come

Just Blazing Inland of Speed" at No. Five. "This Old House"

is No. Six. "Mr. Sandman" joined the Top Seven at No.

Seven, for the first time.

BORDEN CO. RENEWS 'JUSTICE' SPONSORSHIP FOR YEAR

The Borden Company has renewed for one year sponsorship of NBC-TV's "Justice," popular half-hour dramatization of cases taken from the files of the National Legal Aid Association.

The new contract is for the period ending Dec. 29, 1955. "Justice," starring Gary Merrill, is seen each Thursday, 8:30 p.m.-9 p.m., EST. The order was placed through Young & Rubicam, Inc., of New York.

-----O-----

FAMED TIMES SQUARE SCENE AT NEW YEAR'S EVE

WILL BE SPONSORED ON NBC-TV BY TELECHRON

NBC-TV's coverage of New Year's Eve celebration in Times Square will be sponsored by the Telechron Department of the General Electric Company of Louisville, Ky.

NBC will train its television cameras on Times Square from 11:55 p.m.-12:10 a.m., EST. The portion of the "Tonight" program usually seen at this time will be cancelled. General Electric's order was placed through N.W. Ayer & Son, Inc. of New York.

-----O-----

KCKT-TV SIGNS AFFILIATION CONTRACT WITH NBC

KCKT-TV, Great Bend, Kan., has signed an affiliation contract with the National Broadcasting Company. Les Ware, general manager of KCKT-TV, signed the contract with Tom Knode, director of NBC Station Relations.

The Kansas station will operate at 100-kw from a tower height of 969 feet above average terrain. KCKT-TV will begin operations Nov. 28, as a non-interconnected station. The station plans to be interconnected by Feb. 1, 1955.

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NBC-New York, 11/15/54



TRADE NEWS

A SERVICE OF



November 16, 1954

'FUNNY BONERS' FOR CHILDREN TO START NOV. 20 IN GROUP
OF NEW SATURDAY MORNING TV PROGRAMS

Ventriloquist Jimmy Weldon and Webster Webfoot Featured

FUNNY BONERS, a television stunt show starring ventriloquist Jimmy Weldon with his hand puppet, Webster Webfoot, will start on NBC-TV Saturday, Nov. 20 (11 to 11:30 a.m., EST).

The show is part of a new Saturday morning group of shows slanted especially for children. The other new morning programs, also starting Nov. 20, are "Happy Felton's Spotlight Gang" (10-10:30 a.m., EST) and "The Paul Winchell Show" (10:30-11 a.m., EST).

"Funny Boners" will give children in the studio audience a chance to win cash and prizes after participating in comic stunts. Weldon and Webster, a duck character, also will entertain with songs. Children at home may take part in the fun and try to win prizes by enrolling by mail on the "Funny Boners" telephone-calling list.

"Funny Boners" is produced by the Ralph Edwards organization and will originate in Hollywood.

-----O-----

* _____ *

NBC OPERA THEATRE TO PRESENT PUCCINI'S 'SISTER ANGELICA'

One-Hour Production Set for Sunday, Dec. 5

* _____ *

Puccini's one-act opera "Sister Angelica" will be the next production of the NBC Opera Theatre, on Sunday, Dec. 5 (NBC-TV, 3 to 4 p.m., EST).

The opera was given two years ago by this group and scored great popular and critical success. Elaine Malbin, soprano, who sang the title role then, again will portray the unhappy nun. Peter Herman Adler, music and artistic director, will conduct the performance.

"Sister Angelica" was written by Puccini along with two other one-act operas, the melodrama "The Cloak" and the comedy "Gianni Schicchi," both of which have been presented by the NBC Opera Theatre.

"Sister Angelica" is the story of a nun who is surpassingly gentle. She is visited by her aunt the Princess, who coldly lets her know that her child has died. The unwed Sister Angelica had been sent to the convent seven years before. Now, in her desire to join her child, she takes her own life. At the moment of death she realizes her sin and prays for divine forgiveness. The statue of the Blessed Virgin miraculously nods that Angelica has been forgiven and may join her child in heaven.

(more)

ONE-HOUR PRODUCTION SET FOR WEDNESDAY, OCT. 2

Production's one-hour production "Sister Angelica" will be the next production of the NBC Opera Theatre, on Sunday, Oct. 2 (10:15-11:15 p.m. EST).

The opera was given two years ago by the group and received the popular and critical success. "Sister Angelica" is a comic opera in three acts, which will portray the journey of Sister Angelica, who is a young girl who is sent to a convent to become a nun. The opera is written by Leonard and is based on the story of "The Nun" by John Galsworthy.

For one-act operas, the production "The Nun" and the comedy "Sister Angelica" will be presented by the NBC Opera Theatre.

"Sister Angelica" is the story of a nun who is suspected of being a spy. She is visited by her aunt, the Trinitarian, who is a nun who is a spy. The story is set in the 17th century. The opera is written by Leonard and is based on the story of "The Nun" by John Galsworthy. The opera is a comic opera in three acts. It is a story of a young girl who is sent to a convent to become a nun. The opera is written by Leonard and is based on the story of "The Nun" by John Galsworthy. The opera is a comic opera in three acts. It is a story of a young girl who is sent to a convent to become a nun. The opera is written by Leonard and is based on the story of "The Nun" by John Galsworthy. The opera is a comic opera in three acts. It is a story of a young girl who is sent to a convent to become a nun. The opera is written by Leonard and is based on the story of "The Nun" by John Galsworthy.

The role of the Princess will be sung by the mezzo-soprano Shannon Bolin, making her first appearance with the NBC Opera Theatre. Other principal parts will be sung by Joan Moynagh, Mary Krete, Ruth Kobart and Irene Antal. The remaining members of the cast will be announced shortly.

The presentation was designed by William Molyneux and is directed by Kirk Browning. Samuel Chotzinoff is producer and Charles Polacheck is associate producer. The English version was prepared by the NBC Opera Theatre.

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NBC-New York, 11/16/54

The role of the first part will be sung by the mezzo-

voix Shannon Bolin, making her first appearance with the NBC Opera

Company. Other principal parts will be sung by Joan Sutherland, Mary

Jo, Ruth Kobart and Irene Angel. The remaining members of the

cast will be announced shortly.

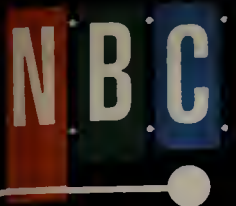
The production was designed by William McNamara and is

directed by Kirk Browning. Samuel Chotzinoff is producer and Charles

Wick is associate producer. The English version was prepared by

NBC Opera Theatre.

1950-New York, 11/15/50



color television presents

A MAX LIEBMAN PRODUCTION

BATON TWIRLERS WILL PUT THEIR 'BEST FOOT FORWARD' IN HOMETOWNS
TO HERALD UPCOMING COLORCAST OF FAMOUS MUSICAL ON NBC-TV
SPECTACULAR SATURDAY, NOV. 20 (9-10:30 P.M., EST)

Youthful baton twirlers from five parts of the United States will strut their stuff before television cameras in their localities this week in salute to the Saturday, Nov. 20 Max Liebman Spectacular, BEST FOOT FORWARD (NBC-TV, 9 to 10:30 p.m., EST). The youngsters, who come from Stamford, Conn.; Hollywood, Calif.; Norfolk, Va.; Birmingham, Ala., and Atlanta, Ga. will use the hit song from the rollicking college musical, "Buckle Down, Winsocki!" as background music for their display of twirling skill.

In New York City, 16 baton-twirling drum majorettes from Fairfield County and Stamford, Conn., pupils of John Totilas of Stamford, a well-known baton instructor, will appear on "Today" Thursday, Nov. 18. They will stage an exhibition in West 49th Street in front of the "Today" street level set to the rousing strains of the Winsocki fight song.

Also on Thursday in Hollywood, Calif., the Hollywood High School Band with a full contingent of twirlers will appear on "the 7 to 8 Show," a local program on the West Coast. Once more the music will salute the legendary Winsocki College.

(more)

THESE THINGS WILL BE DONE BY THE PEOPLE IN THE
THEIR OWN HANDS AND NOT BY THE GOVERNMENT
AND NOT BY THE ARMY OR NAVY OR AIR FORCE

THESE THINGS WILL BE DONE BY THE PEOPLE IN THE
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THEIR OWN HANDS AND NOT BY THE GOVERNMENT
AND NOT BY THE ARMY OR NAVY OR AIR FORCE

Later on Thursday (11:05 to 11:30 p.m.), Tidewater viewers in the area covered by WVEC-TV in Norfolk, Va. will see a group of young baton twirlers and cheer leaders performing not only to "Winsocki" but to a medley of other tunes from "Best Foot Forward," on a local show -- "Club Kimo." On Friday, Nov. 19, star football players from community high schools will be interviewed on a local TV show on which the entire score of the musical will be featured.

In Birmingham, Ala., on Friday, Nov. 19, Tommy Dix, who starred in the Broadway and motion picture versions of "Best Foot Forward," will appear on a local program over WABT. He will sing "Buckle Down Winsocki," the song he did in both stage and movie versions. Dix is now retired from showbusiness and is an executive in an Alabama lumber firm.

"Best Foot Forward" will be telecast in compatible color and available on standard sets in high quality black and white. According to Nielsen surveys, the NBC-TV Spectaculars are viewed by 37,000,000 Americans.

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NBC-New York, 11/16/54

Start on Thursday (11:05 to 11:30 p.m.). Tabwater viewers

the area covered by WWSB-TV in North Carolina will see a group of

and other leaders performing not only to "winnow"

to a medley of other tunes from "Best Foot Forward," on a local

on "Gold Mine." On Friday, Nov. 19, star football players from

various high schools will be interviewed on a local TV show on

and the entire score of this musical will be featured.

In Birmingham, Ala., on Friday, Nov. 19, Tommy Don who

acted in the Broadway and motion picture versions of "Best Foot

Forward," will appear on a local program over WWTB. He will sing

music from "Forward," the song he did in both stage and movie

versions. Don is now retired from showbusiness and is an executive

an Alabama Power Corp.

"Best Foot Forward" will be telecast in composite color

on selected sets in high quality black and white.

According to Nielsen surveys, the WWSB-TV broadcasts are viewed by

1,000,000 Americans.

New York, 11/16/54



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE

For Week (Nov. 21 - 27)

Thursday, Nov. 25:

9:30-10 p.m., EST -- FORD THEATRE presents
"The Legal Beagles," filmed in color. Star-
ring Laraine Day and Richard Denning.

An amusing story concerning a married
couple, both lawyers, who become involved in
a case concerning a mischievous young Indian
boy and his grandfather.

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NBC-New York, 11/16/54

* *
'HALLMARK HALL OF FAME' DISTRIBUTES STUDY GUIDE
FOR TV 'MACBETH' PRODUCTION TO SCHOOLS

A Study Guide for the HALLMARK HALL OF FAME compatible color production of Shakespeare's "Macbeth," co-starring Maurice Evans and Judith Anderson on NBC-TV Sunday, Nov. 28 from 4 to 6 p.m., EST, is being distributed in quantity to junior high and high schools nationally by the sponsor, Hallmark Cards. The guide is a lesson plan suitable for classroom discussion of the play, which will be the first two-hour color production of a Shakespeare play in TV history. The telecast will be seen in black and white on all standard sets.

The one-page instruction aid includes these topics -- Aims; Note to Teachers: The Play - Type of Plot and Time and Place; Principal Characters; The Actors; Summary of the Action; Procedure; Discussion Questions and Terminal Activities.

The Guide also appeared in the Nov. 17, 1954 Teacher Edition of Senior Scholastic, World Week and Practical English.

* *
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NOTE TO EDITORS:

The following credits are for your convenience in reviewing "Thy Kingdom Come," a fresh and frankly unorthodox way of presenting "religion on the air."

TITLE: THY KINGDOM COME

NETWORK: NBC Radio

PREMIERE: Saturday, Nov. 20 (weekly thereafter)

TIME: Saturday, 6:30-7 p.m., EST

DESCRIPTION: Contemporary arrangements of the traditional music of the church, scored for brass and voices, and readings from the Bible. The music, using "big sound" and modern-day production, is designed for mass appeal while maintaining throughout a reverence for the material. No talks or sermons.

NARRATOR: Ray Middleton

CONDUCTOR-ARRANGER: Harriss Hubble

MUSICAL GROUPS: Harriss Hubble brass and voice choirs

PRODUCER: Broadcasting and Film Commission, National Council of Churches.

DIRECTOR: George Voutsas (Nov. 20 and 27); John Gunn (Dec. 4 and thereafter)

NBC SUPERVISOR: Marilyn Kaemmerle

PRESENTED IN COOPERATION WITH: National Council of Churches (made possible by the Presbyterian Church, U.S.A.)

DETAILS OF PREMIERE BROADCAST: "All Hail the Power of Jesus' Name," "Fairest Lord Jesus," "My Faith Looks up to Thee," a medley of three popular hymns ("We've a Song to Be Sung to the Nations," "I Would Be True" and "Wonderful Words of Life"), and Bizet's "Agnus Dei."

POINT OF ORIGIN: Live from NBC. New York.

ADDITION

0021-8758/77/0005-0000\$01.00/0

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: 1907-1912: 150.

NBC-TV PROGRAMS

PAUL MacALISTER TO CONTINUE ON 'HOME' SHOW AS ADVISOR
ON INTERIOR DESIGN AND COLOR IN DWELLINGS

Paul MacAlister, noted interior decorator and architect who has appeared regularly in recent months on NBC-TV's HOME show as consultant on interior design and color in the home, will continue to represent the program in this capacity from Chicago.

Having commuted weekly to New York for his appearances on "Home," MacAlister will now remain in Chicago, where he has his own business and where he can be near the large furniture manufacturing centers of the Midwest.

Twice national president of the Industrial Designers Institute and now a Fellow of that organization, MacAlister is a graduate of the Pennsylvania Academy of Fine Arts, Philadelphia School of Industrial Art, Yale School of Architecture and the Ecole des Beaux Arts at Fontainebleau, France.

Head of his own designing firm, first in New York and now in Chicago, MacAlister produced the first regularly scheduled television program devoted entirely to home planning over station WNBT (now WRCA-TV) New York prior to World War II, and again in 1946. In 1949 he had two programs -- "Plan a Room" and "Interior Decoration" -- over WGN-TV in Chicago. In 1952 he created the program, "Rooms for Improvement," over WNBQ in Chicago, and a series titled "Planning Your Home" was aired over WBKB early this year.

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NBC-New York, 11/16/54

WNCN-TV PROGRAM

PAUL MACALISTER TO CONTINUE ON 'WNCN' SHOW AS ALEXANDER

ON INTERIOR DESIGN AND COLOR IN DESIGN

Paul Macalister, noted interior decorator and architect, who

appeared regularly in recent months on WNCN-TV's HOME show as host

and on interior design and color in the home, will continue to

present the program in this capacity from Chicago.

Having committed himself to New York for his appearance on

"Macalister will now remain in Chicago, where he has his own

office and where he can be near the family business manufacturing

in the Midwest.

Twice national president of the Industrial Designers Institute

and a fellow of the International Association of Designers of the

University of Pennsylvania, Macalister is a graduate of the

Yale School of Architecture and the Yale Law School.

Macalister, 42 years old,

has his own design firm, which is in New York and now in

Chicago. Macalister produced the first regularly scheduled television

show devoted entirely to home planning over station WNCN (now WNCN-TV)

and York prior to World War II, and again in 1955. In 1955 he had

programs -- "Plan a Room" and "Interior Decoration" -- over WNCN-TV

Chicago. In 1955 he created the program "Home for Improvement,"

which in Chicago, and a series titled "Planning Your Home" was

shown WNCN early this year.

WNCN-TV, New York, 11-10-55

| 'TONIGHT' SHOW TO SALUTE 'GRAND OLE OPRY' FESTIVAL |

A remote pickup from the lobby of the Andrew Jackson Hotel in Nashville, Tenn. during which three "Grand Ole Opry" performers will salute the nation's disc jockeys, will be a highlight of the Friday, Nov. 19 TONIGHT show (NBC-TV, 11:30 p.m. to 1 a.m., EST). Carl Smith, country singer, will offer a tune called "Loose Talk" and Lonzo and Oscar, country singers specializing in comedy, will do "Why Should I Cry over You?"

The telecast will be one feature of the third annual national Disc Jockey Festival sponsored by WSM, NBC affiliate in Nashville. More than 700 delegates from the United States and Canada are expected to attend the festival, which will also mark the 29th anniversary of "Grand Ole Opry" radio show, which is a Saturday night feature on NBC Radio.

Introductions for the Nashville remote pickup will be made by Eddie Hill, WSM disc jockey.

Steve Allen, star of the "Tonight" show, is a former disc jockey, having worked both in Arizona and on the West Coast.

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CORRECTION, PLEASE!

The Johns-Manville Corporation will sponsor "Meet the Press" on NBC-TV on an alternate weekly basis with Pan American World Airways, beginning Jan. 9. (In a release dated Nov. 9, Johns-Manville was incorrectly referred to as "Johns-Mansville."

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THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

A review of the work of the American Medical Association

for the year 1917, during which time the "Journal" has been

published weekly, with a circulation of 100,000.

The "Journal" is published weekly, with a circulation of 100,000.

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TRADE NEWS

November 17, 1954

COLOR TV ENHANCES ADVERTISING'S ROLE IN SPURRING NATION'S ECONOMY
TO NEW HIGH, NBC'S SYLVESTER L. WEAVER JR. TELLS BALTIMORE AD MEN

- - -

NBC President Terms Colorcasting 'One Perfect Sales Tool'

BALTIMORE, Nov. 17 -- American advertising, which has played a major role in sparking American prosperity, will trigger the nation's economy to an even greater high through its use of color television, Sylvester L. Weaver Jr., President of the National Broadcasting Company declared here today.

In an address before the Advertising Club of Baltimore, Mr. Weaver said, "Color television, the one perfect sales tool, will be put to use by you advertising men to stimulate the flow of goods from producer to consumer -- to create desires for more and better products of our vast industrial machine."

He added: "Color television, harnessed to the sale of goods and services, will explode the American economy to a new high."

Mr. Weaver emphasized advertising's traditional role in bolstering and maintaining the nation's economy and credited the advertising profession with providing the incentive for Americans to work harder and produce more. "It is the advertising profession that powers the cycle of production and consumption," he said.

(more)

He said the profession had done more than just sell goods. "The profession studies the American scene, gauges the public's desires and preferences, makes manufacturers invent, change and re-package products. The advertising element catalyzes the entire selling process."

Mr. Weaver said advertising employing radio, television, and aided by the printed media, had made the average American a member of "what would just a few years ago have been considered the elite."

"The average American has seen more people, places, things; he has had contact with more ideas, and their creators, than the member of any upper class in history," he added.

Mr. Weaver said the nation's economy was ready to move ahead again. "Now, the advertising profession can point to an even better way of life for all Americans through the exciting, persuasive medium of color television," he said. "Greater incentives will again catalyze another economic explosion upward."

Mr. Weaver stressed the "reality of color" and said NBC's color Spectaculars are the most discussed programs in television. He pointed out that it was impossible to determine the tremendous impact of color television on the public and said advertisers coming into color early "will inherit a position of leadership, a position of prestige."

He said NBC's Spectaculars had already attracted huge audiences and that "no less than 2,000,000 persons" have seen color television in the past 11 months.

Mr. Weaver said most of the 2,000,000 persons saw color television at demonstrations conducted by their local television

(more)

He said his profession had more than just well known
"The profession admits the business world, knows the public's
and the professional world's interests, and the
business world. The advertising element occupies the entire
advertising process."

Mr. Weaver said advertising occupies more, television,
and aided by the printed media, has made the average American a member
of "what would just a few years ago have been considered the elite."
The average American has seen more people, places,
things; he has had contact with more ideas, and their expression,
than the average of any other time in history," he added.

Mr. Weaver said the nation's economy was ready to move
ahead again. "Now, the advertising profession can join in an even
better way of life for all Americans through the selling, persuasive
medium of color television," he said. "The nation's economic life
again can enjoy a new economic expansion period."

Mr. Weaver stressed the "unity of color," and said NBC's
color specialists and the new advertising programs in television, he
pointed out that it was impossible to separate the firmness of
color television as the public and advertising coming into
color early "will insure a position of leadership, a position of
leadership."

He said NBC's specialists had already prepared plans
and that "we have from 2,500,000 programs" have been color
television in the past 11 months.

Mr. Weaver said that of the 2,500,000 programs now color
television is being broadcast by their local stations.

3 - Sylvester L. Weaver Jr. Address

dealers or their local station. "The hundreds of thousands who thus watch each color show are sufficiently interested by color television to leave their homes at night and go to a public demonstration," he said.

Mr. Weaver discussed the increasing cost of television and pointed out that NBC had developed the "magazine concept," creating multiple-sponsored shows that give the small advertiser the right to television selling on a national basis. "We have the world's largest and smallest advertisers on the same program," he said.

Mr. Weaver said the "magazine concept" has been the foundation stone for NBC's program and sales plans. He added:

"Our goal is complete flexibility -- to provide answers for every marketing problem. All night Spectaculars, five-second billboards, 365-day continuity, once-a-year explosions -- you name it and we'll have it. And in color."

Mr. Weaver spoke at a luncheon at the Emerson Hotel.

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NBC-New York, 11/17/54

regards on their local station. "The hundreds of thousands who turn
when such color shows are anticipated, interested by color television
to leave their homes at night and go to public entertainment,"
he said.

Mr. Weaver discussed the increasing cost of television and
pointed out that NBC had developed the "multiple concept," whereby
multiple-sponsorships show that give the small advertiser the right to
television selling on a national scale. "We have the world's largest
and widest advertiser on the same program," he said.

Mr. Weaver said the "multiple concept" has been the founda-
tion stone for NBC's program and other plans. He added:
"Our goal is complete flexibility -- to provide freedom for
every marketing problem. All rights, geographical, time-space and all-
round, 365-day continuity, once-a-year operation -- you name it
and we'll have it. And in color."

Mr. Weaver spoke at a luncheon of the Emerson Hotel.

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NEW YORK, N.Y. (AP) --



TRADE NEWS

A SERVICE OF



NBC TO BRING NATION FIRST TELECAST OF BLUE AND GRAY FOOTBALL GAME; GILLETTE TO SPONSOR COVERAGE

Marking the first time since its inception in 1939 that this colorful classic will be seen by televiewers, the National Broadcasting Company will telecast the annual Blue and Gray Football Game from Montgomery, Ala., on Christmas Day (2:45 p.m., EST), it was announced today (Thursday, Nov. 18) by NBC Sports Director Thomas S. Gallery.

(more)

COLLEGE SPIRIT FOR 'BEST FOOT FORWARD'

The tang of Autumn in the air, the excitement of college pep rallies and the enthusiasm of youngsters brimming over with vitality, make for a lively combination on Saturday, Nov. 20 when Max Liebman presents his next Spectacular, BEST FOOT FORWARD, on NBC-TV. The college musical will be presented in compatible color and high quality black and white from 9 to 10:30 p.m., EST, starring Robert Cummings, Marilyn Maxwell, Charlie Applewhite and London's musical comedy sensation, Jeannie Carson. Nielsen surveys indicate more than 30,000,000 viewers will watch this Spectacular.

2 - Blue and Gray Game

The NBC-TV coverage will be sponsored by the Gillette Safety Razor Company as a feature of its GILLETTE CAVALCADE OF SPORTS. The sportscaster who will comment on the action will be announced soon.

The Blue-Gray game, which annually is played in Montgomery's Crampton Stadium on the last Saturday in December, is an all-star affair involving hand-picked collegians from universities North and South of the Mason-Dixon Line. All profits are distributed among the associated charities of Montgomery, which care for the crippled children and blind of all races.

The respective squads are chosen by the coaches. The Northern team this year will be coached by Don Faurot, of Missouri, who will be assisted by Michigan State's Duffy Daugherty and Penn State's Rip Engle. The Southern coaches have not yet been selected.

The Blue-Gray game was founded in 1939 by Champ Pickens, veteran Alabama promoter, who originally planned it as a one-day feature at the World's Fair in New York. Enroute to New York, he stopped by to see the late Bill Gunter, then mayor of Montgomery. Gunter urged Pickens to have the game played in Montgomery, the first capital of the Confederacy, and posted a check guaranteeing up to \$5,000 to meet any deficit.

Pickens recalls, "It was a great game except that the South lost, 7-0, and we lost \$4,960. We had only \$40 left when all expenses were paid."

Since then the game has thrived and is now a permanent fixture on America's post-season football scene.

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NBC-New York, 11/17/54

The ABC-TV coverage will be broadcast on the 11th.

At the same time, the ABC-TV coverage will be broadcast on the 11th. The ABC-TV coverage will be broadcast on the 11th.

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COLOR TELEVISION NEWS

A SERVICE OF



FIRST LARGE-SCALE SHOWING OF COLOR TELEVISION KINESCOPE TO BE PRESENTED BY NBC AT EASTERN 4-A CONFERENCE

The first large-scale showing of a color television kinescope will be presented by the National Broadcasting Company Monday, Nov. 22, at the Eastern Annual Conference of the American Association of Advertising Agencies in New York.

In addition to the kinescope, Barry Wood, executive producer in charge of color TV for NBC, will direct a "live" demonstration of production elements involved in the creation of a color TV program.

The color TV workshop session will be held from 3 p.m. to 5 p.m. at the Hotel Roosevelt. The Eastern Conference is the largest agency meeting of the year.

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NBC-New York, 11/17/54

"'TODAY,' THE POCKET ALMANAC" WILL BE PUBLISHED DEC. 6;
VOLUME WILL BE THE OFFICIAL FACT BOOK FOR NETWORK

"'Today,' the Pocket Almanac," a publication of Pocket Books, Inc., will go on sale Dec. 6, bearing the familiar logo type of NBC-TV's TODAY show.

Edited by Dr. George Gallup and his associates at the American institute of Public Opinion, the "'Today' Almanac" will be the official Almanac of NBC. As such, it is used daily by the world's top news commentators, sportscasters and radio and TV experts. Designed to give facts, figures and information in the simplest, quickest way, the almanac has many special features. Among them is the "Americana" section, subtitled "The Mind, Manners and Morals of the Average American."

Readers will learn that the average American male stands 5 feet 9 in his stocking feet and weighs 158 pounds, and that his female counterpart is 5 feet 4 and weighs 132 pounds; that Americans prefer brunettes; that most Americans believe you don't need a dime to get married on; and that the same number of people who have visited Chicago have visited New York.

Of special interest to the "Today" show, the Americana section shows that the average American gets up shortly before 7 a.m., just in time to see "Today" on NBC-TV Monday through Friday (from 7-9 a.m., EST and CST, and 8-9 a.m., PST).

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NBC-New York, 11/17/54

"TODAY" THE "TODAY" ALMANAC" WILL BE BROADCAST OCT. 3
WJZ-TV IS THE OFFICIAL BROADCAST FOR THE NETWORK

"Today, the 'Today' Almanac," a publication of former Today
Inc., will be on air on Oct. 3, marking the 10th anniversary of the
TV's Today show.

Edited by Dr. George Gallup and his associates at the
American Institute of Public Opinion, the "Today" Almanac will be
the official Almanac of WJZ-TV. It is the only of its kind
and will contain information on TV, radio and TV.
Designed to give today's citizens and information on the day's
quickest way, the Almanac has very special features. It lists in
the "weather" section, entitled "The Wind, Rain, Snow and Fog" in
the "weather" section.

Readers will learn that the average American has visited
less than 100 cities in his lifetime and that his
favorite newspaper is the New York Times. It also lists the
most popular cities, the most popular TV shows and the most
popular movies. It also lists the most popular people who have
been visited on TV and the most popular people who have
been visited on TV.

Of special interest to the "Today" show, the Almanac
will show that the average American goes to church twice a week.
It is also the only "Today" on WJZ-TV which has been
on the air since 1952.

'QUIET COMIC' GEORGE GOBEL IS SUBJECT OF 'PARADE' ARTICLE

NBC's George Gobel, who has been winning big comedy honors this season, is the subject of "George Gobel, TV's Quiet Comic," in the Nov. 28 issue of Parade.

Lloyd Shearer's article, illustrated with five deadpan shots of Gobel, analyzes the comedian's skyrocket success since his weekly "George Gobel Show" started on NBC-TV, Oct. 2 (10 p.m., EST). He quotes some of the critical comment: "The greatest comic since W.C. Fields...A chip off the old Buster Keaton block... The freshest comic talent of the decade."

Has Gobel's headsize increased since all this acclaim? According to a member of an NBC-TV camera crew: "He is the kindest, nicest, most considerate comic we've ever worked with."

Comments Groucho Marx: "In this business that's even rarer than talent."

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NBC-New York, 11/17/54

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U.N. ASSEMBLY PRESIDENT ON 'AMERICAN FORUM'

Eelco van Kleffens of Holland, the new president of the United Nations General Assembly, will be interviewed by a selected audience panel of authorities on UN affairs, on Theodore Granik's 'AMERICAN FORUM Sunday, Nov. 21, (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

His subject will be "Report on the United Nations."

* ----- *

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'YOUTH WANTS TO KNOW' -- AND QUESTIONS SENATOR CASE

Senator Francis Case (R.-S.D.), a member of the special Senate Committee which reported censure recommendations against Senator Joseph R. McCarthy, will face a group of 35 Washington, D.C., teen-agers Sunday, Nov. 21 on the YOUTH WANTS TO KNOW simulcast (NBC-TV and Radio, 1 p.m., EST).

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NBC-New York, 11/17/54

U.S. ASSEMBLY STATEMENT ON AMERICAN FORUM

John van Rijnbeek of Holland, the new
president of the United Nations General Assembly,
will be interviewed by a selected editorial panel
of reporters on the subject, on Tuesday evening
AMERICAN FORUM Sunday, Nov. 21 (12:30-1:30 p.m.)
EST) See Radio, 6 p.m., EST.
His subject will be "Impact on the United
Nations."

YOUTH WANTS TO KNOW -- AND QUESTIONS SENATOR CASE

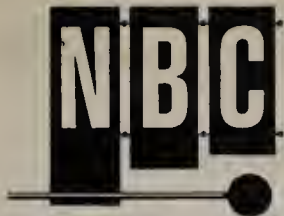
Senator Charles McNichols (R-Ill.) a member of the special

committee which reported several recommendations against

Senator Joseph R. McCarthy, will face a group of 32 students, D.C.,

congressional Sunday, Nov. 21 on the YOUTH WANTS TO KNOW stimulus

(12:30-1:30 p.m., EST).



TRADE NEWS

A SERVICE OF



November 18, 1954

MAJOR TV RATING SERVICES PROVIDE VALUABLE SURVEYS BUT THERE'S TENDENCY
FOR SOME MISINTERPRETATION, STATES NBC'S HUGH M. BEVILLE JR.

- - -

Network's Director of Research and Planning Explains Different
Purposes to Study Group of Advertising Club of New York

Misunderstanding of the functions of television surveys is
a primary reason for confusion over program ratings, Hugh M. Beville
Jr., director of research and planning for the National Broadcasting
Company, declared today (Nov. 18).

In an address before a study group of the Advertising Club
of New York, Mr. Beville praised the rating services for their "excell-
ent surveys," but said there was a widespread tendency to distort and
misinterpret rating reports.

"The confusion about ratings," he stated, "arises more than
anything else from simple misunderstandings of the functions of tele-
vision surveys and misinterpretations of their findings. Audience
measurement is a vastly complicated subject and cannot be fully
grasped without long and careful study.

The NBC research executive emphasized the value of the
rating services to advertisers and broadcasters and added:

(more)

"This Fall, with vast amounts of money expended on new program forms, and with heightened competition among the networks, ratings are playing a more crucial role than ever."

Explaining the methods and functions of the three major television services, Mr. Beville said the Nielsen Television Index placed an audimeter, an automatic recording instrument, in a representative sample of television homes across the nation.

"The Nielsen service thus produces ratings which are projectable to total United States television homes to produce size of audience in millions of homes. These are figures which NBC, other networks and our clients and their agencies use to determine audience size as measured in per cent and number of United States television homes," he said.

He pointed out that each Nielsen report covers two weeks, "thus giving the figures greater stability and minimizing the unusual effects of weather, special broadcasts, and statistical chance."

Mr. Beville said the basic difference between the American Research Bureau -- using a nationwide diary sample -- and Nielsen, lay in the technique of securing information. "Whereas Nielsen uses the audimeter method of determining tuning behavior, the ARB relies on the accuracy of respondents reporting what they actually viewed," he explained.

Discussing Trendex, he said: "All Trendex ratings are developed from a telephone sample in 10 large cities where at least three television stations operate. Nine of these cities are in the Eastern Time Zone; one, Chicago, is in the Central Time Zone."

(more)

"This will, with vast amounts of money expended on new program forms, and with religious competition among the networks, religious are making a most careful study of this work."

Explaining the methods and functions of the three major television services, Mr. Boyle said the National Television Index placed an emphasis on automatic recording instruments, in a representative sample of television hours across the nation.

"The Nielsen service thus produces ratings which are comparable to total United States television hours to produce also of audience in millions of homes. These are figures which NBC, other networks and our clients and their agencies use to determine audience time as measured in per cent and number of United States television homes," he said.

He pointed out that each Nielsen report covers two weeks, thus giving the figures needed stability and minimizing the unusual effects of weather, special incidents, and statistical chances.

Mr. Boyle said the basic difference between the American Research Bureau -- using a nationwide diary sample -- and Nielsen, lay in the technology of securing information. "Whereas Nielsen uses the statistical method of determining viewer behavior, the ARB relies on the accuracy of respondents reporting what they actually viewed," he explained.

Discussing trends, he said: "All trends indicate are developed from a telephone sample in 10 large cities where at least three television stations operate. Nine of these cities are in the Eastern Time Zone; one, Chicago, is in the Central Time Zone."

"These ratings (Trendex)," he said, "cannot possibly measure audience size as do the Nielsen and ARB surveys. Trendex produces percentages which are primarily valuable as quick checks on program performance in a limited group of cities."

Mr. Beville said that on the question of audience breakdown, Nielsen is the "only service which can give a comprehensive answer, since it has all the pertinent data on each home with one of its audimeters."

"In fact," he said, "this pipeline into the home, the principle marketing target for most advertisers, is one of the advantages that has won Nielsen its high position among the rating services."

Mr. Beville stressed the utility of the various rating services and said, "We at NBC will continue to use them not as the be-all or end-all for distinguishing program success from program failure, but as tools to temper and reinforce judgment."

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NBC-New York, 11/18/54

"The things (things) are said, 'cannot possibly

be done' and also as the Wilson and AHS survey. These

produced percentages which are primarily related to other studies

in program performance in a limited group of cities."

Mr. Biville said this in the question of relative performance

between the "only survey which can give a comprehensive answer,

state it has all the pertinent data on each point with one of its

advantages."

"In fact," he said, "this discipline into the same, the

principles involving target for most objectives, is one of the

advantages that has won within the high position among the various

services."

Mr. Biville stressed the utility of the various testing

services and said, "We do not will continue to use them not as the

best or only, but as the best available program measure from program

results, but as tools to measure and improve performance."

NEW YORK, N.Y., 12/15/68



TRADE NEWS

A SERVICE OF



November 18, 1954

NBC RADIO TO BROADCAST ARMY-NAVY FOOTBALL CLASSIC

- - -

All-State Insurance Co. to Sponsor Coast-to-Coast Coverage

America's favorite football game -- Army vs. Navy -- will be broadcast coast-to-coast from Philadelphia's vast Municipal Stadium by the NBC Radio network (including WRCA) Saturday, Nov. 27 (1:15 p.m., EST). The broadcast will be sponsored by the All-State Insurance Company.

Mel Allen and Joe Crogan will describe the 55th renewal of the service classic, which is expected to be witnessed by the usual capacity crowd of 102,000.

Both Army and Navy have completed their other commitments for the season. Col. Red Blaik's Cadets, following an inexplicable 34-20 loss to South Carolina in the opener, pulled themselves together in remarkable style -- a tribute to Blaik's coaching genius -- and have since rumbled over seven straight opponents. In order, Army conquered Michigan (26-7), Dartmouth (60-6), Duke (28-14), Columbia (67-12), Virginia (21-20), Yale (48-7) and Penn (35-0). Both Duke and Yale previously were unbeaten.

Firmly established as the No. 1 team in the East, Army can attribute its success in the main to inspired line play, the field

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2 - Army-Navy Game

generalship and passing of Quarterback Pete Vann, the brilliant end play of Don Holleder and the violent running of Tommy Bell, Mike Zeigler, Pat Uebel and Bob Kyasky.

Navy, coached by Eddie Erdelatz, was upset by Pittsburgh, 21-19, and shaded by Notre Dame, 6-0, in eight starts this season. Victims of the Midshipmen include William and Mary (27-0), Dartmouth (42-7), Stanford (25-0), Penn (52-6), Duke (40-7) and Columbia (51-6).

Navy's high-powered T-attack is sparked by Quarterbacks John Weaver and George Welsh, Halfback Bob Craig and Fullbacks Phil Monahan and Joe Gattuso. No one, least of all Col. Blaik, underestimates their ability to move the ball.

The impending battle of the service academies will be the 55th in a series dating back to 1890. Army leads, 28-22, with four meetings resulting in ties. The Cadets, following three successive losses to Navy, upended the Tars last year, 20-7.

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NBC-New York, 11/18/54

generalship and courage in command of the ship, the Navy
play of Don Hoffer, and the splendid winning of Tony Ball, who
captain, the United and the Navy.

Navy, coached by Eddie Epstein, was upset by Pittsburgh,
21-19, and ended by Notre Dame, 6-0, in eight years this season.
Victims of the Michigan include William and Mary (27-0), Dartmouth
(22-7), Stanford (22-0), Penn (22-0), Iowa (22-7) and Columbia
(21-0).

Navy's high-powered T attack is feared by opponents
John Weaver and George Weber, Baltimore the Navy and Baltimore
Henderson and Joe Givens. No one, least of all Col. Eddie Epstein,
estimated their ability to keep the ball.

The incoming battle of the service organizations will be the
25th in a series dating back to 1931. Army leads 20-12 with Tony
Messing leading in 1931. The College, following three successive
losses to Navy, opened the year last year, 20-7.

---D---

1934-35 Year, 11/25/34

NBC RADIO NETWORK NEWS

November 18, 1954

'VOICES AND EVENTS--1954' TO BE PRESENTED ON NBC RADIO DEC. 26
HIGHLIGHTING TAPE RECORDINGS OF INCIDENTS THAT MADE HISTORY

The sounds that made 1954 memorable -- especially memorable since the year saw world peace for the first time in a long, long while -- will be presented by NBC in a special radio program of highlight tape recordings entitled VOICES AND EVENTS -- 1954 on Sunday, Dec. 26 (6:30 to 7:30 p.m., EST).

This special broadcast will be sponsored by the Travelers' Insurance Company, Hartford, Conn., through the Young & Rubicam agency.

The theme of that uncommon peace will be threaded throughout the program. Listeners all over the country will hear on-the-spot recordings of the peace-creating conferences in London and Geneva -- and will hear the voices of the men who led those conferences: Dulles, Churchill, Eisenhower, Mendes-France.

One small war will be sounded on the show, but in somewhat off-beat fashion. This one comes across by way of ace reporter W.W. Chaplin's tongue-in-cheek account of the fracas in Guatemala, the scope of which reminded him of bootlegging activities during prohibition.

Morgan Beatty, NBC commentator whose nightly show is the highest rated news show on radio, will narrate "Voices and Events -- 1954."

(more)

Several movie stars will be featured on the show. One is Frank Sinatra, the guy who made bobby-soxers swoon as he crooned in the early 'forties and who won the Academy Award this year for his serious role in "From Here to Eternity." Another is Judy Garland, the girl who made a movie comeback this year. Her singing, taken directly from the movie, "A Star Is Born," will be played.

The year, of course, was made quite memorable by events concerning Senator Joseph McCarthy. His voice, at both the Army-McCarthy hearings and the Senate censure debate, will be heard.

Arturo Toscanini retired as the conductor of the NBC Symphony this year. That event will be dramatized by playing one of the venerable conductor's most exciting performances -- the time he played "Dixie" in Richmond, Va. to the accompaniment of rebel yells.

Emilie, one of the famed Dionne quintuplets, died this year. To record this happening, "Voices and Events -- 1954" will present the words of Dr. Dafoe at the time the quints were born. The quints will also be heard in a rendition of "The Sidewalks of New York," as they sang it when they visited Manhattan.

On-the-spot recordings will re-create the attempted assassination of Premier Nasser of Egypt and the Russians' attempted kidnaping of the wife of a Soviet diplomat in Australia.

Richard Applegate, the NBC correspondent recently held prisoner by the Chinese Communists, will tell his story on the program.

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NBC-New York, 11/18/54

Several movie stars will be featured on the show. One is
Frank Sinatra, the guy who made lobby-buster swoon as he crooned in
the early 'forties and who won the Academy Award this year for his
latest role in "From Here to Eternity." Another is Judy Garland, the
girl who made a movie comeback this year. Her singing, taken
directly from the movie, "A Star is Born" will be played.
The year, of course, was made quite memorable by events
concerning Senator Joseph McCarthy. His voice, at both the Army-
McCarthy hearings and the Senate censure debate, will be heard.
Arthur Fiedler retired as the conductor of the New
Symphony this year. That event will be dramatized by playing one of
the venerable conductor's most exciting performances -- the time he
played "Glinka" in Richmond, Va. to the accompaniment of vocal soloists.
Katie, one of the most famous actresses, died this year.
To record this happening, "Voices and Images -- 1954" will present the
words of Dr. Helen as she said the words who died. The picture will
also be given in a rendition of "The Significance of New York," as they
sang it when they visited Manhattan.
On-the-spot recordings will be made of the attempted
assassination of Premier Nehru of India and the Russians, attempted
kidnapping of the wife of a Soviet diplomat in Honolulu.
Richard Rodgers, the New York composer, recently held
interviews by the Chinese Communist, will tell his story on the
spot.

CHRISTMAS SHOPPING FESTIVAL, WITH HOLIDAY GIFT IDEAS
FOR VIEWERS, TO BE FEATURED ON 'HOME'

HOME will begin its first annual Christmas Shopping Festival Monday, Nov. 29 a feature which will continue as an integral part of the NBC-TV program through Friday, Dec. 24.

The first service of this kind to be presented on television, it will feature each day (Mondays through Fridays, 11 a.m.-12 noon, EST) various shopping suggestions for different individuals on the Yuletide list. Items will originate from all of "Home's" individual service departments, thus providing varied gift selections enabling viewers in all parts of the country to do their shopping on TV. One of the daily features will be "Home's" Gift Shop, presenting gift ideas priced under \$10.

The full schedule for the week of Nov. 29 includes:

Monday, Nov. 29 -- The show will open with a view of the giant Christmas tree in Rockefeller Plaza, New York City, and a tour of "Home's" studio, decorated especially for the holiday season. Gifts for the serviceman and servicewoman will be the theme for this day and fashions for service people, furniture "that travels easily" and special ideas from "Home's" Gift Shop will be presented. Hugh Downs will offer gifts from the book and record fields and for various hobbies.

(more)

CHRISTMAS SHOPPING FESTIVAL, WITH HOLIDAY GIFT IDEAS

FOR VIEWERS, TO BE PRESENTED ON 'HOME'

HOME will begin its first annual Christmas Shopping

Festival Monday, Nov. 29, a feature which will continue as an integral

part of the NBC-TV program through Friday, Dec. 31.

The first service of this kind to be presented on tele-

vision, it will feature each day (Monday through Friday, 11 a.m.-

12 noon, EST) various shopping suggestions for different individuals

on the "Home" list. Items will originate from all of "Home's"

individual service departments, thus providing varied gift selections

enabling viewers in all parts of the country to do their shopping on

TV. One of the daily features will be "Home's" Gift Shop, presenting

gift ideas priced under \$10.

The full schedule for the week of Nov. 29 includes:

Monday, Nov. 29 -- The show will open with a view of the

giant Christmas tree in Rockefeller Plaza, New York City, and a tour

of "Home's" studio, decorated especially for the holiday season.

Gifts for the serviceman and servicewoman will be the theme for this

day and fashions for service people, furniture "that travels easily"

and special ideas from "Home's" Gift Shop will be presented. High

lights will offer gifts from the book and record fields and for various

hobbies.

(more)

Tuesday, Nov. 30 -- Showing gifts for infants and toddlers, one to four years old. Featured will be children's fashions, ideas from "Home's" Gift Shop, games and toys, and books and records. Arlene Francis and Hugh Downs will show children's decorations for Christmas. Health editor Dr. Leona Baumgartner will discuss baby clinics.

Wednesday, Dec. 1 -- Gifts for wives and mothers in fashions and from "Home's" Gift Shop will be seen. Hugh Downs will present books, records and hobby gifts. Chef Phillip will demonstrate some special Christmas ideas for mother to cook.

Thursday, Dec. 2 -- Gifts for husbands in fashions and from "Home's" Gift Shop will be featured. Hugh Downs will discuss a hobby-shop for men. Sports editor Sarah Palfrey will present sports equipment for men. Nancyann Graham will show cooking equipment for men. Garden editor Will Peigelbeck will show how to decorate the outside of your house.

Friday, Dec. 3 -- Gifts for the half-pints, boys and girls age four to seven, on this day will feature toys and games, playroom furniture and suggestions from "Home's" Gift Shop. Chef Phillip will show children's party food, and decorations children can make themselves will be demonstrated.

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NBC-New York, 11/18/54

CREDITS FOR 'FEATHER YOUR NEST' ON NBC-TV

PROGRAM: FEATHER YOUR NEST.

TIME: NBC-TV, Mondays through Fridays, 12:30 to 1 p.m., EST.

FORMAT: Audience-participation quiz show. Three couples compete daily for household furnishings, which are on display so that participants may make their own selections. Each correct answer provides another article for the room. It is possible to win the furnishings for one complete room. In a special feature, couple with lowest number in a 13-week period will win a ranch home.

STARS: Bud Collyer and Janis Carter.

PRODUCER: Jeff Selden.

DIRECTOR: Paul Alter.

ANNOUNCER: Randy Kraft.

SET DESIGNER: George Backman.

ORIGINATION: New York.

PREMIERE DATE: Oct. 4, 1954.

SPONSOR: Colgate-Palmolive Company,
12:30-12:45 portion on Monday,
Wednesday and Friday one week,
and on Tuesday and Thursday
the next week.

AGENCY: William Esty Company.

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CREDITS FOR 'FEATHERS YOUR NEST'

FROM:

FEATHERS YOUR NEST

TIME:

100-TV, Mondays through Fri-
days, 12:30 to 1 p.m., EST.

FORMAT:

Audience-participation quiz
show. Three couples compete
daily for household appliances
and prizes, which are up to \$1000.
No time limit for answers and no
time for questions. Each
correct answer provides another
entry for the show. It is
possible to win the top prize
for one correct answer. In a
special feature, couples with
lowest number in a 15-week
period will win a cash prize.

STARS:

Bob Gaylor and Janis Carter.

PRODUCED:

John Gorman.

DIRECTOR:

Paul Albert.

ANNOUNCER:

Barney Rink.

SET DESIGNER:

George Beckman.

ORIGINATION:

New York.

PREMIERE DATE:

Oct. 4, 1959.

SPONSOR:

Colgate-Palmolive Company
12:30-1:00 p.m. portion on Monday,
Wednesday and Friday one week,
and on Tuesday and Thursday
the next week.

AGENCY:

William S. Company.

CREDITS FOR 'FUNNY BONERS' ON NBC-TV

PROGRAM: FUNNY BONERS.

TIME: NBC-TV, Saturdays, 11 to
11:30 a.m., EST.

PREMIERE DATE: Nov. 20, 1954.

STAR: Jimmy Weldon, with his hand
puppet, Webster Webfoot.

FORMAT: Stunt show, with children
competing for cash and prizes.
Weldon and Webster, a duck
character, also entertain
with songs. This show is part
of a Saturday morning group
of programs designed especially
for children.

EXECUTIVE PRODUCER: Ralph Edwards.

PRODUCER: Leslie Raddatz.

DIRECTOR: Stuart Phelps.

ASSOCIATE PRODUCER: Carl Fredericks.

WRITERS: Cal Howard and Leslie
Raddatz.

ANNOUNCER: Easy Marvin.

ORIGINATION: Hollywood.

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NBC-New York, 11/18/54

CASTING FOR 'TWO TOWERS' ON WBC-TV

PROGRAM: TONY TOWERS
TIME: WBC-TV, Saturday, 11 to 11:30 a.m., EST.
PREMIERE DATE: Nov. 20, 1954.
STAR: Jimmy Nelson, with his hand puppet, Webster Webfoot.
SYNOPSIS: Jimmy Nelson, with children competing for cash and prizes, Nelson and Webster, a duck character, also entertain with songs. This show is part of a Saturday morning group of programs designed especially for children.
EXECUTIVE PRODUCER: Ralph Edwards.
PRODUCER: Leslie Radloff.
DIRECTOR: Jimmy Radloff.
ASSOCIATE PRODUCER: Carl Fredericks.
WRITING: Carl Edwards and Leslie Radloff.
ANNOUNCER: Mary Hendrix.
ORIGINATOR: Hollywood.

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R.J. REYNOLDS TOBACCO CO. RENEWS 'CAMEL NEWS CARAVAN'

* _____ *

Sponsorship of NBC-TV's CAMEL NEWS CARAVAN, television's most popular news program, has been renewed for another year by the R.J. Reynolds Tobacco Company of Winston-Salem, N.C.

"Camel News Caravan," featuring John Cameron Swayze, started Feb. 16, 1948 with a 10-station lineup. Now more than 1,500 telecasts later -- "Camel News Caravan" is seen five nights a week by some 40,000,000 viewers and is carried by 81 stations.

The renewal order was placed through William Esty Company, Inc., of New York.

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WEBSTER PRODUCTS BUYS SPECIAL ONE-TIME PROGRAM

ON NBC RADIO FOR ITS WEATHERPROOFING MATERIAL

Webster Products, Inc., will sponsor a special one-time program called DOLLARS, HEAT AND COMFORT on the NBC Radio Network, including WRCA, Sunday, Nov. 21, 9:15-9:30 a.m., EST.

The program is designed to acquaint listeners with inexpensive ways and means to weatherproof their homes. It will deal with known and little-known "winter-izing" devices including various types of insulation.

The program is in the interest of "Thermo-Plastic" a transparent and extremely flexible product of the Webster Company which is easily adaptable to use as a "storm window" and other insulating and vapor-barrier applications.

The program order for the entire NBC Radio Network was placed through Huber Hoge & Sons, Inc.

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NBC-New York, 11/18/54

...of NBC-TV's "CAMEL NEWS CARAVAN" television's

most popular news program, has been renewed for another year by the

R.T. Weather's Company of Winston-Salem, N.C.

"Camel News Caravan," featuring John Cameron Swayze, started

Feb. 16, 1946 with a 10-minute lineup. Now runs from 1:50 to 2:50

later -- "Camel News Caravan" is seen five nights a week by some

60,000,000 viewers and is carried by 31 stations.

The renewal order was placed through William Eddy Company,

Inc., of New York.

WEATHERS COMPANY BUYS SPECIAL ONE-TIME PROGRAM

ON NBC RADIO FOR ITS WEATHER-REPORTING MATERIAL

Weather's Company, Inc., will sponsor a special one-time pro-

gram called "WEATHER, WHAT AND HOW" on the NBC Radio Network, includ-

ing WMA, Sunday, Nov. 21, 9:15-9:30 a.m., EST.

The program is designed to acquaint listeners with infor-

mation and means to weatherproof their homes. It will deal with

known and little-known "winter-izing" devices including various types

of insulation.

The program is in the interest of "Thermo-Insulation," a trans-

parent and extremely flexible product of the Weather Company which is

fully adaptable to use as a "storm window" and other insulating and

vapor-barrier applications.

The program order for the entire NBC Radio Network was placed

through Huber Hope & Sons, Inc.

* * *
TWO-DAY DISC JOCKEY PARTY TO HIGHLIGHT CELEBRATION
OF "GRAND OLE OPRY'S" 29TH ANNIVERSARY
* * *

GRAND OLE OPRY, pioneer of all country music radio programs, will celebrate its 29th anniversary on the air with a two-day disc jockey party to be highlighted with the show's regular NBC radio broadcast Saturday, Nov. 20 (9:30-10 p.m., EST), and with a special COUNTRY MUSIC DISC JOCKEY FESTIVAL program earlier the same evening (NBC Radio, 7:05-7:30 p.m., EST).

The third annual National Disc Jockey Festival in salute to "Opry's" anniversary will be held under auspices of station WSM, NBC affiliate in Nashville, Tenn., on Nov. 19 and 20. The special program (7:05 p.m., EST) will feature WSM's ace country disc jockey, Eddie Hill. Guest "jockeys" will be interviewed, and Roy Acuff, Hank Snow, Webb Pierce, Carl Smith and their bands will entertain.

Minnie Pearl and Rod Brasfield, members of the "Grand Ole Opry" troupe, will be featured on the regular broadcast (9:30 p.m., EST) with guest star Gene Autry and guest emcees Hank Snow, Carl Smith and Webb Pierce.

The third annual National Disc Jockey Festival will be attended by almost 1,000 of the nation's country music record spinners. Plans for this year's gathering were in the making since the last Festival ended, with more than 500 DJs registered, in November, 1953. The two-day event is packed with meetings, discussions and parties.

"Grand Ole Opry," sponsored by R.J. Reynolds Tobacco Co., for Prince Albert Smoking Tobacco, is the oldest continuous commercial program on radio. It started Nov. 28, 1925 and has not missed a Saturday night show since. It is greatly through its influence that a large segment of the music publishing and recording industry has moved to Nashville, that Nashville has become an NBC Radio Network origination center, and that it has come to be known as "Music City, USA."

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NBC-New York, 11/18/54

ON "GRAND OLD OBBY" 25TH ANNIVERSARY

*

GRAND OLD OBBY, sponsor of all country club events, will celebrate its 25th anniversary on the 25th and 26th days of November. The party to be highlighted with the show's regular NBC radio broadcast, "Grand Old Obby," Nov. 25 (9:30-10 p.m., EST) and with a special country music and jockey festival program during the same evening (7:00-10:00 p.m., EST).

The 25th annual National Jockey Festival is being held at the "Grand Old Obby" which will be held under auspices of country club events in Nashville, Tenn., on Nov. 25 and 26. The special program (7:00 p.m.-10:00 p.m., EST) will feature the country club jockey, Eddie Hill, guest "jockey" will be interviewed, and Roy West, Hank Snow, Webb Pierce, Carl Dallen and other stars will participate. Minnie Pearl and her husband, members of the "Grand Old Obby" group, will be featured on the radio program (9:30 p.m.-10:00 p.m., EST) with their own song and story and their own show, "Grand Old Obby" and their friends.

The 25th annual National Jockey Festival will be attended by almost 1,000 of the nation's country music record companies. Plans for this year's gathering were in the making since the last festival ended with more than 500 DJs registered, in November, 1955. The two-day event is packed with meetings, discussions and parties. "Grand Old Obby," sponsored by J.I. Haystack Tobacco Co., for Prince Albert Smoking Tobacco, is the oldest continuous commercial program on radio. It started Nov. 25, 1930 and has not missed a Saturday night show since. It is greatly enjoyed by the audience and a large segment of the radio advertising and recording industry has moved to Nashville, that Nashville has become an important radio and television center, and it is now to be known as "Radio City."

'700 PARADE' DIRECTOR MARLIN PERKINS WRITES
OF 22 ZOO PERSONALITIES IN NEW BOOK

Marlin Perkins, director of Chicago's Lincoln Park Zoo who has brought the fun and excitement of the zoo into the nation's homes with his weekly ZOO PARADE telecasts on NBC-TV, brings those same qualities to a new book, "Zooparade," published this week by Rand McNally and Company.

Stories about 22 zoo personalities Perkins has known in his work are contained in his volume. Some of the animals have been seen on the NBC-TV "Zoo Parade": Judy, the elephant; Bara, the tiger; Heinie II, the chimpanzee; Fuad, the fennec. His word pictures of the lives and habits of these and other animals he has known are supplemented by color illustrations by Paul Bransom, noted painter of animals, and black and white illustrations by Seymour Fleishman.

In his introduction to the book, Perkins calls television "perhaps the greatest medium yet devised for telling the animal story."

"By moving the camera in close," he writes, "it is possible to get extreme close-ups of the animals, or portions of the animals, and point out characteristics and adaptations which really show and explain how the animals function." He also expressed his pleasure in telling the animal story Sunday after Sunday to millions of Americans on NBC-TV (4:30 p.m., EST). "Children like it," he says, "and parents tell me that they watch the program with children as a family venture. To me, this is gratifying."

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NBC-New York, 11/18/54

THE HAWAIIAN: LINDSEY MARLIN PARKING WRITER ON THE NEW TECHNOLOGICALITY IN THE WORLD

Marlin Park, Division of Chicago's Lincoln Park Zoo, was
 was brought the two and excitement of the zoo into the nation's homes
 with his weekly 5:00 PM show on WFO-TV, which shows him
 walking in a new book, "The Hawaiian," published this week by
 WFO-TV and Company.

Marlin Park, 22 and 23, is a Hawaiian Park and is the
 most interesting in the world. One of the animals here has been
 on the WFO-TV "Zoo Parade": "Judy, the elephant, and the tiger."
 Marlin Park, the Hawaiian Park, the Hawaiian Park, the Hawaiian Park
 the lives and habits of these and other animals he has known and
 experienced by color illustrations by Paul Brown, noted painter of
 animals, and black and white illustrations by Robert R. R. R.
 In his introduction to the book, Marlin Park calls attention
 "perhaps the greatest problem you have in seeing the animal
 world."

By seeing the world in color, he says, "it is possible
 to get a closer view of the animals, or portions of the animals,
 and point out characteristics and adaptations which really show and ex-
 plain how the animals function." He also expressed his pleasure in
 taking the book to show how much better it is to see the animals
 on WFO-TV (5:00 PM, 5:30 PM). "Children like it," he says, "and parents
 tell me that they watch the program with children as a family activity."
 In fact, this is exciting.



TRADE NEWS

A SERVICE OF



November 19, 1954

MAURICE CHEVALIER, BEATRICE LILLIE AND OTHER EUROPEAN STARS
JOIN 'BOB HOPE SHOW' DEC. 7 VIA SPECIAL FILM MADE ABROAD

- - -
Event Marks Chevalier's American TV Debut; Gala Telecast to
Include Ballerina Liane Daye and Cologne Male Choir

Bob Hope will introduce stellar attractions from England and Continental Europe to the American television audience when he presents the BOB HOPE TELEVISION SHOW on the NBC-TV network Tuesday, Dec. 7 (8 p.m., EST).

The full-hour program of comedy and variety was especially filmed in England for the American showing. In addition to serving as the American TV debut for most of the international talent, the show is the first of its kind filmed abroad for presentation in the United States.

Topping Hope's talent roster will be Maurice Chevalier, popular French comedian for the past 25 years, who will make his long-awaited American TV debut. Chevalier's inimitable style of entertainment made him a favorite with stage, screen and radio audiences both here and abroad. He last appeared in this country in 1948 starring in his own one-man variety show on Broadway.

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1900

Bea Lillie, who made her American TV debut with Hope on Easter Sunday, 1950, is the next star in the gala list. Miss Lillie, or Lady Peel, as she is known offstage, has long been a favorite with audiences here. She is currently starring in a one-woman series of appearances around the world.

Liane Dayde, 21-year-old prima ballerina of the Paris Opera Company, will also make her American TV debut. At the age of 18, the tiny, five-foot-tall, 100-pound artist, became the youngest prima ballerina of the Paris Opera since the 18th Century. Hope signed Miss Dayde for the show when he attended the Paris ballet before going to London to appear at a Command Performance before the Queen, last Nov. 1.

Another first view for American audiences will be Hope's presentation of the Cologne Male Voice Choir of 182 men, whose interpretations of ancient and contemporary choir favorites have brought them world renown. The group, conducted by Wilhelm Pitz, is currently making a tour of English concert halls.

Completing the glittering roster of talent will be Moira Lister, one of England's most glamorous stage and screen stars; Doreen Dawne, who was acclaimed as Miss Great Britain of 1952 and 1953 and winner of four beauty contests this year, and 17-year-old Shirley Eaton, a green-eyed English beauty discovered by Hope at the Command Performance.

Eric Robinson will conduct the popular British Broadcasting Company Orchestra in musical backgrounds for the show. Robinson is a veteran of 940 new TV musical and ballet productions which starred such performers as Moira Shearer, Massine and Margot Fonteyne among others.

McDonald Hobley, one of the best-known announcers of British TV, will deliver the commercials for the "Bob Hope Television Show," which is sponsored by General Foods.

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NBC-New York, 11/19/54

Ben Lister, who made her American TV debut with Hope on
Master Sunday, 1950. In the same year in the same show, Miss Lister
of Lady Bell, as she is known on stage, has long been a favorite with
audiences here. She is currently appearing in a new-roman series of
episodes about the world.

Liane Payne, 21-year-old prima ballerina of the Paris Opera
Company, will also make her American TV debut. At the age of 19, the
tiny, five-foot-tall, 100-pound ballet dancer, the youngest prima
ballerina of the Paris Opera since the 18th century, hope signed Miss
Payne for the show when he returned and her father became going to
London to appear at a German Performance before the Queen, last

Nov. 1.
Another first view for American audiences will be Hope's
recitation of the German folk song "The Voice of the Wind", which later
evolution of ancient and contemporary songs involved have brought
her world famous. The song, composed by Wilhelm Furt, is currently
being a form of English folk song.

Completing the evening's variety of talent will be the Russian
Larion, one of England's most glamorous stars and (Russian stars) Larion
Larion, who was associated as Miss Great Britain in 1950 and 1952 and
winner of four beauty contests this year, and 17-year-old Shirley Bassey
a five-year-old English beauty, discovered by Hope at the command
Performance.

Eric Robinson will conduct the popular British Broadcasting
Company Orchestra in musical backgrounds for the show. Robinson is a
veteran of 240 new TV musical and ballet productions which started
each performance as their theater, Russian and Russian foreign music
where.
Donald Haring, one of the best-known commentators of British
TV, will deliver the commentary for the "Bob Hope Television Show",
which is sponsored by General Foods.

* _____ *

CHRISTOPHERS HONOR 8 AT NBC FOR OUTSTANDING ACHIEVEMENT
IN CREATIVE WORK ON TELEVISION AND RADIO

* _____ *

Awards for "outstanding achievement" in creative work on NBC Television and Radio came to eight individuals from the Christophers this week.

Father James Keller, director of the Christophers, announced the semi-annual awards in the entertainment field to "individuals whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all."

The NBC winners were:

Producer Robert Montgomery, director Norman Felton and scriptwriter Doria Folliat for "Great Expectations," televised by NBC June 14 and 21 on "Robert Montgomery Presents."

Producer-director Frank Wisbar and teleplaywright Michael Foster for "Crusade without Conscience," NBC-TV's "Fireside Theatre" presentation on Sept. 7.

Producer-director Wallace Magill for the "Telephone Hour" broadcast by NBC Radio May 17.

Producer-director Albert McCleery and writer Ted Wear for "Proclaim Liberty," presented on NEC's "Inheritance" radio series July 4.

Bronze medallions are presented to each winner. The Christopher movement, founded in 1945, has no organization, no membership, no dues. Its headquarters is in New York City.

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NBC-New York, 11/19/54

UNITED STATES DEPARTMENT OF JUSTICE

IN CHARGE, WORK ON TELEVISION AND RADIO

Letter for "Outstanding Achievement" in Radio work on 10/10/50

Letter for "Outstanding Achievement" in Radio work on 10/10/50

Letter for "Outstanding Achievement" in Radio work on 10/10/50

Letter for "Outstanding Achievement" in Radio work on 10/10/50

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Letter for "Outstanding Achievement" in Radio work on 10/10/50

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Letter for "Outstanding Achievement" in Radio work on 10/10/50

NBC-TV PROGRAM TO SALUTE 'CHURCHILL AT 80'

A special NBC-TV program honoring Winston Churchill will feature filmed highlights and interviews Sunday, Nov. 28 (2-2:30 p.m., EST). The program is entitled "Churchill at 80."

NBC representatives are searching for persons who were associated with the statesman at various key points in his long career, to do filmed interviews of them. Among them will be a man who went to Harrow with Churchill, and another who accompanied him when he was a correspondent during the Boer War.

Ed Newman, NBC's London correspondent, is here to work on the program and probably will appear on the show.

NBC Radio also will present a special full-hour program titled "His Finest Hour" saluting Churchill, Sunday, Nov. 28 (7-8 p.m., EST).

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WCC-TV PROGRAM TO BROADCAST 'CHURCHILL AT 60'

A special WCC-TV program honoring Winston

Churchill will feature three highlights and

interviews Tuesday, Nov. 25 (8:30 p.m., EST).

The program is entitled 'Churchill at 60.'

His representatives are appearing for persons

who were associated with the politician at various

key points in his long career, to do this in inter-

views of them. Among them will be a man who was

to battle with Churchill, and another who worked

with him when he was a correspondent during the

last war.

In London, WCC's London correspondent is here

to work on the program and possibly will appear on

the show.

WCC-TV also will present a special film

from program titled 'The Finest Hour' relating

Churchill, Tuesday, Nov. 26 (8 p.m., EST).

WCC-TV

'HOME' TO TELECAST MACY THANKSGIVING PARADE
WITH MANY NBC-TV STARS IN PROCESSION

Numerous celebrities will be spotlighted during the only TV coverage of Macy's big annual Thanksgiving Day Parade on NBC-TV's HOME show Thursday, Nov. 25 (11 a.m. to 12 noon, EST).

Arlene Francis and Hugh Downs will do the commentary, and among the NBC stars to participate in the festive procession will be Sid Caesar and his 7-year old daughter, Shelly; Pinky Lee, Judy Holliday, puppet star "Howdy Doody," and chimpanzee J. Fred Muggs of the "Today" program.

Other luminaries of the entertainment world who will be seen are Carol Haney, Virginia Mayo and Jon Hall.

-----O-----

MEET THE PRINCESS--IMOGENE COCA--ON COLLIER'S COVER

The Cleopatra-like Egyptian princess adorning the cover of the current issue of Collier's magazine is easily recognizable as NBC's own Imogene Coca. The comedienne was chosen by the magazine to illustrate, in beautiful color photographs, their article on the current Egyptian craze, which relates how movies, clothes, jewelry, cosmetics and even bathing suits have succumbed to ancient Nile influence.

Miss Coca is seen in her own NBC-TV comedy series Saturdays, 9 to 9:30 p.m., EST, three weeks out of four.

-----O-----

NBC-New York, 11/19/54

'HOME' TO THIRTEENTH NIGHT TRANSMISSIONS WITH MANY NBC-TV STARS IN PRODUCTION

Thirteen celebrities will be spotlighted and the only TV coverage of the 13th annual Thanksgiving Day Parade on NBC-TV's Home show Thursday, Nov. 25 (11 a.m. to 12 noon, EST). Alfred Hitchcock and Jack Benny will be the honorary and among the NBC stars to participate in the festive procession will be old friends and new friends old friends, Shirley Temple, Jack Benny, Betty Hutton, "Howdy Doody," and others. A first look at the "Today" program. Other highlights of the entertainment world who will be seen are Carol Lewis, Virginia Mayo and Jon Hall.

THEY ARE THE PRINCES--INFORMAL DANCE--ON COLLEGE'S COVER

The Gladiators-like group of young men, known as the Gladiators, are the stars of the current issue of College's magazine. In early November, the magazine's own Informal Dance. The cover story was chosen by the magazine to illustrate, in beautiful color photographs, their article on the current Egyptian scene, which related how movies, television, dancing, and even singing stars have been known to perform with

This cover is seen in the NBC-TV news program, which begins at 7:30 a.m. EST. Three weeks out of town.

* ----- *

MARTIN AND LEWIS TO APPEAR WITH JIMMY DURANTE
ON 'TEXACO STAR THEATRE' FOR DYSTROPHY FUND

Martin and Lewis will make a special appearance on NBC-TV's TEXACO STAR THEATRE with Jimmy Durante on Saturday, Nov. 27 (9:30 to 10 p.m., EST). Dean and Jerry will make an appeal for the Muscular Dystrophy Fund, with which they are closely associated.

The bombastic comedy team are preparing for their first "Colgate Comedy Hour" show this season, which will be presented on Sunday, Dec. 19.

* ----- *

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DEAN MARTIN AND JERRY LEWIS NAMED NATIONAL CHAIRMEN
OF MUSCULAR DYSTROPHY ASSOCIATION CAMPAIGN

Dean Martin and Jerry Lewis, who return to television Sunday, Dec. 19 (8 p.m., EST) in 60 fun-packed minutes on NBC-TV's "Colgate Comedy Hour," have been appointed national chairmen of the Muscular Dystrophy Association campaign.

With the drive opening today (Nov. 19), the "Comedy Hour" stars lent their talents to a promotional motion picture in which Jerry fights Rocky Marciano for the world's heavyweight championship. Martin portrays the referee.

The film is to be distributed to movie houses to help raise funds for muscular dystrophy sufferers.

-----O-----

MARTIN AND LUTHER TO APPEAR WITH JIMMY KIMMEL
ON FRIDAY'S STAR THEATRE FOR EXHIBITION FUND

Martin and Luther will make a special ap-
pearance on NBC-TV's FRIDAY STAR THEATRE with Jimmy
Kimmel on Saturday, Nov. 27 (9:30 PM ET/PT).
Luther and Martin will make an appeal for the
American Psychiatric Foundation which helps the dis-
tressed.

The comedy company has been working for
their film "College Comedy Hour" since last year.
Both will be featured on NBC's Nov. 27.

LENN MARTIN AND LUTHER LAURENCE NATIONAL CHAIRMAN
OF MENTAL HYGIENE ASSOCIATION

Lenn Martin and Jerry Lewis, who return to television this
Nov. 27 (9 PM ET/PT) as co-hosts of NBC-TV's
"College Comedy Hour," were both appointed national chairman of the
American Psychiatric Association.
With the above opening today (Nov. 27), the "College Comedy Hour"
starts out their career as a theatrical comedy series in which
they fight back against the world's psychological and mental
problems the network.
The film is to be distributed in movie houses to help raise
funds for mental health research.



color television presents

A MAX LIEBMAN PRODUCTION

SONJA HENIE IN ICE SHOW TELECAST ON NBC, DEC. 5 (7:30-9 P.M., EST);

LIEBMAN 'SPOTLIGHT' SPECTACULAR WILL HAVE A CAST OF HEADLINERS

- - -

Jimmy Durante a Special Guest; Roster Includes Jack Buchanan,

Jeannie Carson, Pat Carroll, Bambi Linn and Rod Alexander

SPOTLIGHT, a glittering pre-Christmas package all resplendent with stars, is Max Liebman's NBC-TV 90-minute live color Spectacular for Sunday, Dec. 5 (7:30-9:00 p.m., EST).

Taking full advantage of the excitement of the first color-cast of an ice show, Liebman has prepared a revue starring:

SONJA HENIE, with a troupe of 25 of the world's finest precision skaters...

JACK BUCHANAN, English musical comedy celebrity who recently scored in MGM's "Bandwagon"...

JEANNIE CARSON, who won rave notices in her American debut in the NBC-TV Liebman production of "Best Foot Forward"...

BAMBI LINN and ROD ALEXANDER, the brilliant dance team of "Your Show of Shows"...

PAT CARROLL, another young lady who scored in "Best Foot Forward"... And as a special guest ... through the courtesy of the Texas Company.... JIMMY DURANTE ... who is coming East for the colorcast.

The ice show portion of "Spotlight" will originate in NBC-TV's huge Brooklyn, N.Y., color studios, while the remainder of the production will come from NBC's Colonial Theatre in New York.

"Spotlight," telecast in compatible color, will be seen on standard sets in high-quality black and white. Nielsen surveys showed that the NBC Spectaculars have been seen by as many as 37,000,000 viewers.

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NBC-New York, 11/22/54



TRADE NEWS

November 22, 1954

BRIG. GEN. SARNOFF WELCOMES PREMIER MENDES-FRANCE
IN NEW YORK FOR APPEARANCE ON 'MEET THE PRESS'

Pierre Mendes-France, Premier of France, was welcomed last night by Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and of the National Broadcasting Company, when he arrived at the RCA Building in New York for his appearance on the NBC-TV and Radio program, "Meet the Press."

General Sarnoff, Sylvester L. Weaver Jr., President of NBC, and Robert W. Sarnoff, Executive Vice President, greeted the French statesman and escorted him and his party to the NBC executive offices. The Premier was accompanied by Henry Bonnet, French Ambassador to the United States, and Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press."

After the program an informal reception was given by General Sarnoff for the Premier and his party in the NBC executive offices.

General Sarnoff presented to the Premier a kinescope recording of "The Man from Louviers," televised last Aug. 16 as part of NBC Television's "Background" series. "The Man from Louviers" portrayed the life and career of M. Mendes-France. Joseph C. Harsch, NBC commentator and analyst, who was featured on the program, joined with General Sarnoff in the presentation.

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'MARCH OF MEDICINE' TO PRESENT STORY BEHIND DIFFICULT NEW
SURGICAL PROCEDURE FOR REPAIRING A DISEASED AORTA

- - -

NBC Telecast Will Be In Connection With Clinical Sessions
Of the American Medical Association in Miami

FOR RELEASE WEDNESDAY, NOV. 24

The human story behind one of the most striking advances in surgery will be featured on the second telecast in the 1954-55 MARCH OF MEDICINE series on NBC-TV Sunday, Dec. 5 (5:30 p.m., EST) when the program presents a report in connection with the clinical sessions of the American Medical Association meeting in Miami, Fla.

This telecast, which will be seen, it is expected, by more than 10 million viewers across the country, follows the daring initiation of this season's series (Oct. 31) when the program took its audience into mental hospitals for a report on the problems of schizophrenia and mental health.

The "March of Medicine" is sponsored and produced by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, in cooperation with the American Medical Association.

In the Dec. 5 account of the proceedings of the clinical sessions of the A.M.A., the program will feature a report on the case history of a difficult new surgical procedure for a diseased aorta

(more)

WASH. OF MEDICINE; TO PRESENT YOUR FAVORITE TOPICS

SUBJECT: TOPICS FOR RESEARCH & DISCUSSION

NOT TO BE IN CONNECTION WITH OTHER TOPICS

OF THE AMERICAN MEDICAL ASSOCIATION IN 1951

THE AMERICAN MEDICAL ASSOCIATION, NOV. 24

The main study group of the most serious subjects in

medicine will be discussed on the 24th of November

on medicine topics on the 24th of November (Nov. 24) and the

program presents a report in connection with the clinical practice of

the American medical association meeting in 1951.

This subject, which will be presented, is now

known to all, and is now the country, and the

intention of this report is to (Nov. 24) and the program will

also include the medical research for a report on the practice of

psychiatric and mental health.

The "World of Medicine" is presented and produced by the

State & Federal Laboratories, Washington, D.C.

Association with the American Medical Association.

In the 1951, 2 volume of the Proceedings of the

Association of the A.M.A., the American Medical Association will present a report on the

status of a medical research for a disease.

(the large vessel that carries blood from the heart) where a preserved artery from a donor is used to repair the diseased aorta of the patient. Other aspects of the clinical sessions also will be covered in the telecast.

The operation, in which the human donor graft is used to replace the patient's tissue, was a development of American medical science. Dr. Michael E. DeBakey, professor and head of the Department of Surgery of Baylor University College of Medicine, one of the pioneers with this operation, and his associates, Dr. Denton A. Cooley, and Dr. Oscar Creech, Jr., will describe various aspects of the delicate surgical procedure.

Dr. Creech, Chief of Surgical Service, Veterans' Administration Hospital, Houston, Texas, will report on the use of the freeze-dry technique in preserving arteries from donors. Dr. Cooley, assistant professor of surgery, Baylor University, will explain the use of hypothermia to lower the metabolism of the patient sufficiently to permit blocking of the aorta for the operative period, and Dr. Robert Hettig, Associate Professor of Medicine, will explain the many important tests made on the patient to determine his ability to withstand the surgery. Finally, the audience will be shown detail of the operative procedure.

"The March of Medicine," inaugurated in 1952, has reported on medical progress in heart disease, cancer, surgery, overweight and various aspects of the A.M.A. Some features of past "March of Medicine" telecasts which have attracted widespread interest both among doctors and the lay public have been views of a stomach operation, scenes from a delivery room where a baby was delivered by Caesarean section,

(more)

(the large vessel that carries blood from the heart) with a catheter
drawn from a hole in the chest to reach the diseased parts of the
patient. Other aspects of the clinical condition also will be covered
in the lecture.

The operation, in which the human heart is used to
replace the patient's heart, was a development of American medicine.
Professor Dr. Michael E. DeBakey, professor and head of the Department
of Surgery of Baylor University College of Medicine, was at the
pioneer with this operation, and his associates, Dr. Robert C. DeLoach
and Dr. Basil Green, Dr. Will Harrison, and others, aspects of the
clinical condition.

Dr. DeLoach, Chief of Surgical Service, Veterans' Administration
Clinical Hospital, Houston, Texas, will report on the use of the heart
in the technique in coronary artery disease. Dr. DeLoach
assistant professor of surgery, Baylor University, will explain the
use of the catheter to treat the condition of the heart and coronary
artery disease. The report on the heart for the operation, which was
given by Dr. Harrison, professor of medicine, will explain the use
of the heart in the patient in relation to the heart in the
heart the surgery. Finally, the audience will be shown some of the
operative procedure.

"The Heart of Medicine," introduced in 1951, was reported
on medical progress in heart disease, coronary artery disease, and
various aspects of the heart. The progress of heart disease in medicine
has been a long and difficult task, and the heart is a complex organ
and the heart is a complex organ. The heart is a complex organ, and
from a delivery from where it is delivered to the heart.

3 - 'March of Medicine'

scenes of the operation separating the Brodie Siamese twins, and scenes from an operating room where a mechanical heart-lung machine saved the life of a girl suffering a heart ailment.

In June, 1954, a nationwide audience witnessed the saving of a little girl's life as modern surgical methods made it possible for her father to "lend" his living heart and lungs in a dramatic cross-transfusion of his blood.

The current series of "March of Medicine" programs which are produced by the SKF Medical Television Unit will culminate in the Spring of 1955 with a full series of medical reports to the nation in cooperation with the American Medical Association.

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NBC-New York, 11/22/54

...of the operation separating the ...
...from an operating room where a ...
...of a girl suffering a ...

In June, 1954, a ...
...of a little girl's life as ...
...for her father to "John" his ...
...of his blood.

The current series of "World of Medicine" ...
...are produced by the ...
...of 1955 with a full ...
...cooperation with the ...

...

NEW YORK, N.Y. 10017



COLOR TELEVISION NEWS

A SERVICE OF



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*

NBC COLORCASTS FOR WEEK

(Nov. 28 - Dec. 4)

Sunday, Nov. 28

4-6 p.m., EST -- HALLMARK HALL OF FAME presents the Maurice Evans production of Shakespeare's "Macbeth." Evans and Judith Anderson will co-star as Macbeth and Lady Macbeth, re-creating the roles they originated triumphantly on Broadway in 1941. The production features Richard Waring, Staats Cotsworth and J. Pat O'Malley.

Thursday, Dec. 2

9:30-10 p.m., EST -- FORD THEATRE -- "Girl in Flight" with Joan Leslie, Hugo Haas, Tom Drake and John Qualen. Drama is set in a small French town where an innocent girl (played by Joan Leslie) awaits execution for a crime she did not commit. Her lawyer (Tom Drake) has three months in which to prove her innocence.

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NBC-New York, 11/22/54

November 22, 1954

* ----- *

WORLD-FAMOUS PERSONALITIES TO SALUTE SIR WINSTON CHURCHILL
ON NBC RADIO PROGRAM, 'HIS FINEST HOUR,' NOV. 28

- - -

Broadcast Is 80th Birthday Tribute to British Prime Minister

* ----- *

A galaxy of world famous people will salute Sir Winston Churchill, British Prime Minister, on the NBC Radio Network Sunday, Nov. 28 (7 p.m., EST) in HIS FINEST HOUR, an hour tribute on his 80th birthday.

From the world of government:

Chancellor Adenauer of West Germany

Sir Anthony Eden, Foreign Minister of Great Britain

Pierre Mendes-France, Premier of France

Lady Astor, M.P.

From the world of the arts:

Sir Laurence Olivier

Sir Ralph Richardson

Lynn Fontanne

Bennett Cerf

This specially created program will feature an anthology of Winston Churchill speeches. This material, which has been collected

(more)

November 22, 1954

WORLD-FAMOUS PERSONALITIES TO SPEAK AT WILSON COMMUNITAL

ON THE RADIO PROGRAM, THIS EVENING NOV. 22

Projected in 50th Birthday Tribute to British Prime Minister

A galaxy of world famous people will appear on the

Channel, British Prime Minister, on the 50th Radio Network
Nov. 22 (7 p.m., EST) in his 50th birthday on the 50th

birthday.

From the world of government:

Chancellor Adenauer of West Germany

Sir Anthony Eden, British Minister of State

Prime Minister, President of France

Harry S. Truman, U.S.

From the world of the arts:

Sir Laurence Olivier

Sir Ralph Richardson

Lydia Lopokova

Bernard Shaw

This specially created program will feature an anthology of

Wilson Channel speakers. This special, which has been selected

(over)

over the years, will include some features never before heard in the United States. The Churchill voice, recognized as one of the most eloquent in history, will be heard in such historic moments as the "Iron Curtain" speech, and other outstanding speeches including the phrases: "We will reduce Germany to dust, death and ashes," "Blood, sweat and tears," "I am an old man."

The very human side of Churchill will be brought forth by master tale-teller Bennett Cerf.

One anecdote concerns the time when Churchill spotted Sir. Stafford Cripps, a man for whom he held little esteem, striding into the House of Commons.

"There," said Churchill, "but for the grace of God, goes God."

HIS FINEST HOUR will be broadcast over the full NBC Radio Network under the sponsorship of the Allis-Chalmers Manufacturing Company. In addition the program will be heard in Canada and on the Alaskan Network, also under sponsorship of Allis-Chalmers. Bert S. Gittins is the agency.

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NBC-New York, 11/22/54

over the year will include some features never before seen in the
United States. The University of California, announced in one of the most
important in history. Will be held in that historic country as the
"from Chicago" speech, and other outstanding speakers including the
President: "We will travel halfway to Rome, half to Rome, half to Rome," "Blood
and tears," "I am an old man."

The very name of the University will be changed to
University of California.
One hundred colleges the first year University of California will
California College, a new for whom we will have a new, which will
the House of Commons.
"There," said Churchill, "but for the fact of that, that
and."

THE FUTURE HOUR will be broadcast over the radio and
Network under the sponsorship of the All-Channel Association
Company. In addition the program will be heard in London and in the
Atlantic network, and under sponsorship of All-Channel, May 7.
Active in the program.

Continued on page 2

* COLUMBIA PICTURES MAKES FILM PROPERTIES AVAILABLE TO *
| 'LUX VIDEO THEATRE' FOR ADAPTATION ON LIVE TELECASTS |
* * * *

The first two Columbia Pictures properties to be presented on LUX VIDEO THEATRE (NBC-TV, Thursdays, 10-11 p.m., EST) will be "Craig's Wife" and "Ladies in Retirement," it was announced today in Hollywood.

In completing this deal with Columbia Pictures for their properties, "Lux Video Theatre" will have a powerful group of hit motion pictures made available to it, comprising original screen plays as well as films made from successful stage plays. Those selected for TV adaptation on "Lux Video Theatre" will be properties which can be artfully adapted to "live" television.

In making the initial selection of "Craig's Wife" and "Ladies in Retirement," it is believed that these two properties, which have been successfully filmed by Columbia, will provide first-rate TV entertainment.

"Craig's Wife" is scheduled for telecast on NBC-TV Thursday, Dec. 2, directed by Earl Ebi. "Ladies in Retirement" will be presented Thursday, Dec. 9, directed by Buzz Kulik. Both productions will be produced by Cal Kuhl. The TV adaptation of "Craig's Wife" will be written by Sanford Barnett. Richard McDonagh will write the TV adaptation of "Ladies in Retirement."

The addition of Columbia Pictures properties to those already made available by Paramount, United Artists and Warner Brothers gives "Lux Video Theatre" a considerable backlog of scripts and will provide greater variety in the scheduling of shows, it was pointed out.

"Lux Video Theatre" is presented "live" from Hollywood. J. Walter Thompson Co. is the agency for the account.

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NBC-New York, 11/22/54

COLUMBIA PICTURES MAKES THIS PRODUCTION AVAILABLE TO
THE VIDEO THEATRE FOR ADAPTATION BY LIVE TELEVISION

The first two Columbia Pictures properties to be presented on
THE VIDEO THEATRE (HIS-TV, Thursday, 10-11 p.m.-12:30 a.m.) will be "Ladies
in Retirement" and "Ladies in Retirement". It was announced today in Hollywood.
In completing this deal with Columbia Pictures for their
properties, "Ladies in Retirement" will have a general appeal of all
action pictures made available to it, containing original screen plays
as well as films made from successful stage plays. Those selected for
TV adaptation on "Ladies in Retirement" will be properties which can be
actively adapted to "live" television.
In making the initial selection of "Ladies in Retirement" and "Ladies
in Retirement", it is believed that there are properties which have
been successfully filmed by Columbia, will provide first-rate TV
entertainment.
"Ladies in Retirement" is scheduled for release on HIS-TV Thursday,
Dec. 5, directed by Earl Elton. "Ladies in Retirement" will be presented
on Thursday, Dec. 9, directed by Earl Elton. Both productions will be
produced by Earl Elton. The TV adaptation of "Ladies in Retirement" will be
written by Sanford Harwitz. Sanford Harwitz will write the TV
adaptation of "Ladies in Retirement".
The addition of Columbia Pictures properties to those already
made available by Paramount, United Artists and Warner Bros. gives
"Ladies in Retirement" a considerable backlog of scripts and will provide
greater variety in the scheduling of shows. It was pointed out.
"Ladies in Retirement" is produced "live" from Hollywood. L.
Walter Thompson Co. is the agency for the account.

* _____ *

DAVE GARROWAY AIDS 'OPERATION SANTA CLAUS' FOR NEEDY
CHILDREN IN COOPERATION WITH LOYAL ORDER OF MOOSE

* _____ *

"Operation Santa Claus" is in full swing on NBC-TV's TODAY program as the holiday season approaches.

"Today's" Dave Garroway, in cooperation with the Loyal Order of the Moose, has launched a drive to collect toys for needy children, and is asking "Today" viewers to contribute playthings old and new.

The toy drive, reaching into every city in the United States, will have the support of 1,200,000 men and women who belong to the "Moose" to aid in collecting and distributing the gifts. Collection bins with Garroway's picture on them have been placed at schools, gas stations, shops and street corners.

Garroway is implementing the drive with listener appeals on "Today" (seen on NBC-TV, Mondays through Fridays, 7 to 9 a.m., EST and CST, and 8 to 9 a.m., PST) and on his NBC Radio show, FRIDAY WITH GARROWAY (Fridays, 8:30-10 p.m., EST).

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NBC-New York, 11/22/54

HAVE GARDWAY AND 'CONVENTION JAWA' COME FOR WEEKLY
CHILDREN IN COOPERATION WITH LOYAL ORDER OF MOOSE

"Operation Santa Claus" is in full swing on WED-TV TODAY

program as the holiday season approaches.

"Today's" Toys Gardway, in cooperation with the loyal

Order of the Moose, has launched a drive to collect toys for needy
children, and is asking "Today" viewers to contribute. Playthings and
and toys.

The toy drive, running into every city in the United
States, will have the support of 1,500,000 men and women who belong
to the "Moose" to aid in collecting and distributing the gifts.
Collection bins with Gardway's picture on them have been placed at
schools, gas stations, shops and street corners.

Gardway is implementing the drive with television commercials on
"Today" (seen on WED-TV, Mondays through Fridays, 7 to 9 a.m., EST and
GCT, and 5 to 9 a.m., EST) and on the WED Radio show, PRIDE WITH
GARDWAY (Fridays, 8:30-10 a.m., EST).

CREDITS FOR 'FRANK SINATRA SHOW'

PROGRAM: THE FRANK SINATRA SHOW

TIME: NBC Radio, Wednesdays and
Fridays, 8:15 p.m.,
EST

STAR: Frank Sinatra

FORMAT: Sinatra plays his own
recordings and those
of fellow artists

ANNOUNCER: Jerry Lawrence

DIRECTOR: Andy Love

WRITER: Norm Sickle

SPONSOR: The Toni Company,
Chicago, Ill.

ORIGINATION: Hollywood

ORIGINAL STARTING
DATE: Sept. 1, 1954

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NBC-New York, 11/22/54



TRADE NEWS

COPIES X-4

A SERVICE OF



November 23, 1954

* _____ *

NBC-TV CONTINUES LEADERSHIP, WITH TWO SPECTACULARS
AND FOUR OTHER NETWORK PROGRAMS AMONG
TOP 10 IN LATEST NIELSEN REPORT

* _____ *

Two 90-minute color Spectaculars are among the six NBC-TV shows dominating the latest Nielsen list of the nation's top 10 television programs.

Nielsen, the national audience-counting service, reported "Tonight at 8:30," with a rating of 38.9, was seen in 10,795,000 homes, and that "Sunday in Town," with a rating of 38.8, reached 10,736,000 homes. Another NBC-TV Spectacular, "Lady in the Dark," was rated among the top 10 shows in an earlier Nielsen survey.

Hugh M. Beville Jr., director of NBC's Research and Planning Department, said each NBC Spectacular surveyed thus far by Nielsen had been seen in more than 10,000,000 homes. "The figures mean that each of these Spectaculars is being seen by an average of 31,000,000 people," he said.

"Satins and Spurs," first of the network's spectaculars, also won a top-ten size audience, reaching 11,300,000 homes, or an estimated 37,000,000 people.

(more)

2 - Nielsen Report

The latest Nielsen report -- third of the Fall season -- continues to reflect NBC's leadership in attracting television's largest audience. Two previous Nielsen surveys listed six and seven NBC-TV shows, respectively, among the top 10.

The Nielsen list for the two-week period ending Oct. 23:

1. I Love Lucy -- 52.0
2. BOB HOPE SHOW -- 50.6
3. Toast of the Town -- 50.3
4. Gavilan-Saxton Fight -- 49.8
5. BUICK-BERLE SHOW -- 45.6
6. Jackie Gleason Show -- 43.9
7. DRAGNET -- 41.1
8. YOU BET YOUR LIFE -- 40.5
9. TONIGHT AT 8:30 -- 38.9
10. SUNDAY IN TOWN -- 38.8

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NBC-New York, 11/23/54

The latest Nielsen report -- third of the fall season --

continues to reflect NBC's leadership in audience ratings.
largest audience. The previous Nielsen survey listed it as second.
NBC-TV shows respectively among the top 10.

The Nielsen list for the two-week period ending Nov. 13:

1. I Love Lucy -- 25.0
2. BOB HOPE SHOW -- 20.0
3. Town of the South -- 20.0
4. Captain-Carson Fight -- 19.0
5. STEVE-KEITH SHOW -- 18.0
6. Jackie Gleason Show -- 17.0
7. DEAN JAGGER -- 16.0
8. YOU BET YOUR LIFE -- 16.0
9. TOMORROW AT 6:30 -- 15.0
10. Sunday in New York -- 14.0



FEATURE

150,000 HISTORIC SOUNDS AND STATEMENTS OF 20TH CENTURY
ARE PRESERVED IN NBC'S TAPE-RECORDING LIBRARY

The awesome din of the first Hydrogen Bomb...

General MacArthur's tight-lipped tones as he announces: "I shall return!"...

Hitler's hysterical gabble as he exhorts his multitudes...

Franklin Delano Roosevelt's resonant voice as he takes the oath of office...

All these and a fabulous wealth of other pivotal sounds and utterances from Twentieth Century history repose in a batch of mundane filing cabinets in a small room in the RCA Building, New York, available to the human ear at two minutes' notice.

They comprise NBC's tape-recording library of memorable highlights -- and there are 150,000 of them, woven into 400 reels and covering 507,600 feet of tape.

They are there, in their carefully labeled state, because Joseph Meyers, manager of NBC's central news desk, tossed a length of tape into his desk drawer one day in 1949. The bit of tape recorded Joe Louis' announcement that he was through with fighting. Meyers tucked it away with the thought: "This might come in handy some day."

The thought became mother to a project.

(more)

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2 - Tape-Recording Library

First, contemporary doings and sayings were snipped and filed. Then Meyers and staff burrowed through old tapes in warehouses and winnowed out the dramatic highlights. They even managed to tape William Jennings Bryan's famous "Cross of Gold" speech in 1896! A bit fuzzy, to be sure, but understandable.

These historic cuttings have a practical value by giving added depth to NBC programs.

For the network's tribute to Winston Churchill on Sunday, Nov. 28, for example, the tape highlight library was explored so the doughty statesman himself could be heard giving his "Finest Hour" speech. And so he could also be heard giving one of his very first speeches as a member of Parliament.

When a man of fame dies, the obituary report is made more graphic by the inclusion of some of his own words.

The best of the tape room's lot was compiled into the epic radio broadcast, "End of an Era," which was presented when President Eisenhower took office.

And this year's selections will be assembled for NBC's "Voices and Events-1954" Sunday, Dec. 26 (6:30-7:30 p.m., EST) so the listening audience can sample, once again, a host of memory-stirring sounds ranging from the voices of diplomats to Judy Garland's songs in her classic movie comeback.

-----O-----

NBC-New York, 11/23/54

First, contemporary things and things were shipped and
then Meyer and Kraft returned through the door in 1914-
1915 and moved out the electric light. They even managed
to get William Jennings Bryan's famous "Cross of Gold" speech
on the air. It was, to be sure, but undisturbed.
These historic things have a historical value by giving
added depth to the program.
But the network's refusal to abandon Churchill on June
15, Nov. 20, for example, the two historic things was exposed to
the thoughtless statement that he had given the "Cross of Gold"
speech. And as he said also in being given one of his own times
as a member of Parliament.
When a man of fame dies, the ordinary report is given some
graphic by the inclusion of some of his own words.
The best of the type now's lot was supplied into the type
radio program, "End of an Era," which was presented when President
Roosevelt took office.
And this year's celebration will be celebrated for the
Voices and Events-1934" (Sunday, Oct. 28 (6:30-7:30 p.m. EST) on the
listening audience can sample, once again, a host of memory-stirring
sounds ranging from the voices of dignitaries to Jerry Warner's songs in
his classic movie comment.



color television presents

A MAX LIEBMAN PRODUCTION

'TV RIDES THE RAINBOW' IS TITLE OF CURRENT LIFE MAGAZINE FEATURE DEALING WITH 33 NBC SPECTACULARS; JUDY HOLLIDAY IS 'COVER GIRL'

Comedienne Judy Holliday, featured on the Monday, Nov. 22 cover of LIFE Magazine, serves as "cover girl" for a story on color television, "TV Rides the Rainbow" with emphasis on the 33 NBC-TV Spectaculars.

Miss Holliday is pictured in a red satin gown worn on the Spectacular "Fanfare" (Sunday, Nov. 7). When Photographer Mark Shaw, of the Life staff riffled through a group of NBC-owned gowns to find one suitable as his cover shot, he selected the red satin cocktail dress.

Reporter Alice Thompson failed to agree with Shaw's choice because of the sleeves in the dress. Shaw suggested that they cut them off, which was done immediately -- much to Judy's horror. She called out, "Hey, that's MY dress!" just as the last snip was taken."

The article tells of the tremendous amount of technical knowledge necessary for the presentation of a color show. Since all colorcasts are available on standard sets in black and white, "tints and tones must be carefully tested to be effective in either medium."

"So far only seven or eight hours of color shows are on weekly view over the networks and only some 10,000 color TV sets are in use," Life reports. "But 150 stations are equipped to splash color across the U.S. and the number is jumping every month."

-----O-----

NBC-New York, 11/23/54



TRADE NEWS

A SERVICE OF



November 23, 1954

NBC WILL PRESENT PLAQUE TO BBC IN APPRECIATION OF GREAT WARTIME AID TO AMERICAN BROADCASTERS

Gratitude for wartime cooperation on the part of the British Broadcasting Corporation will be expressed in London next Tuesday (Nov. 30) when Romney Wheeler, director of NBC's London offices, presents a handsome plaque to the BBC in the name of NBC.

Sir Ian Jacobs, director general of the BBC, will accept the plaque.

The story behind the presentation took place during World War II, at which time the BBC generously turned over its facilities at no charge whatever to Allied radio correspondents.

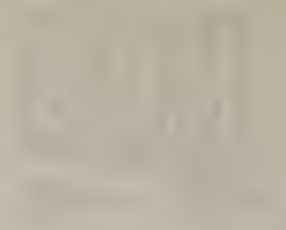
All the Allies made use of the equipment set up four floors beneath the ground in Broadcasting House, but the Americans used it most. And of all the Americans flashing bulletins about the progress of war, NBC foreign correspondent Merrill Mueller made the most use of the BBC microphones.

So it is fitting that Mueller, now radio news executive for NBC, designed the plaque.

It is of brass and walnut, measures one and a half feet by one foot, and reads:

"Dedicated to the British Broadcasting Corporation for Supreme Services in the Cause of Truth and Freedom 1939-1945, in Grateful Recognition, the National Broadcasting Company, U.S.A.

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* _____ *

| CAST CHOSEN FOR TV OPERA, 'SISTER ANGELICA' |

* _____ *

The complete cast was announced today for "Sister Angelica," next production of the NBC Opera Theatre, to be given on Sunday, Dec. 5 (NBC-TV, 3-4 p.m., EST).

The opera, in English, is the second presentation of the 1954-55 season and will be conducted by Peter Herman Adler. Principal parts will be played by Elaine Malbin in the title role, Shannon Bolin as the Princess, Joan Moynagh as Sister Genevieve, Mary Krete as the Abbess, Ruth Kobart as the Mistress of the Novices, Irene Antal as the Monitor, and Rose Gerringer as the first Novice.

Others in the cast, in the roles of the other sisters, novices, providers and professed sisters, will be Joyce Gill, Alice Fraser, Carole O'Hara, Frances Paige, Dorothy Candee, Tamara Bering, Jean Ray, Libora Geraci, Margaret Tynes, Sarah Dubin, Helen Rice, Ethel Greene, Rose Virga and Joan Carroll.

The opera will be produced by Samuel Chotzinoff, with Peter Herman Adler as music and artistic director, Charles Polacheck as associate producer and Kirk Browning as director. The production was designed by William Molyneux, with costumes by Robert Fletcher. The English version was prepared by the NBC Opera Theatre staff. The orchestra will be composed of members of the Symphony of the Air.

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NBC-New York, 11/23/54

36 DEPARTMENT STORES IN 35 CITIES TO COOPERATE
IN 'HOME' PROGRAM'S 'FIRST ANNUAL
CHRISTMAS SHOPPING FESTIVAL'

Thirty-six retail department stores in 35 cities across the country will cooperate with NBC-TV's HOME show (Mondays through Fridays, 11 a.m. to 12 noon, EST) in promoting that program's "First Annual Christmas Shopping Festival" beginning Monday, Nov. 29 and continuing through Dec. 24.

During this period "Home's" Christmas Shopping Festival will feature gift suggestions for various individuals on the Yuletide list, and each day will include merchandise available in these key department stores. The names of the stores will be mentioned on the program, which is currently being carried on 75 stations.

For their part, the stores will distribute among their customers more than 1,000,000 handbills calling attention to the daily shopping feature on "Home," and in varying degrees will also cooperate with newspaper features, window and store displays.

Details of this promotional tie-up were arranged by Murray Heilweil, manager of NBC's Merchandising Department and Richard Link-roum, producer of "Home."

The list of department stores which will participate:

Akron, Ohio.....	A. Polsky Company
Atlanta, Ga.....	Davison-Paxon Company
Baltimore, Md.....	Hutzler Brothers
Birmingham, Ala.....	Pizitz, Inc.

(more)

36 DEPARTMENT STORES IN 35 CITIES TO COOPERATE
IN "HOME" PROGRAM'S FIRST ANNUAL
CHRISTMAS SHOPPING FESTIVAL

Thirty-six retail department stores in 35 cities across the
country will cooperate with the "Home" show (Monday through Friday,
Nov. 18 to 22 noon, 1937) in promoting their program's "First Annual
Christmas Shopping Festival" beginning Monday, Nov. 22 and continuing
through Nov. 24.

During this period "Home's" Christmas Shopping Festival will
give all suggestions for various products on the list. The list
which will include merchandise and sale in these key de-
partment stores. The names of the stores will be listed on the
list, which is currently being carried on 70 stations.
For each list, the stores will display the items
worth more than \$100,000 available during the festival to the public
during the "Home" show in various departments. All also cooperate
in preparing Christmas, winter and store displays.

Details of this promotional drive were arranged by Mary
Ivett, manager of the National Department and Richard Linn-
coln, producer of "Home."

The list of department stores which will participate:
Albany, Ohio.....The Pottery Company
Atlanta, Ga.....Devotion-Pottery Company
Baltimore, Md.....The Pottery Company
Birmingham, Ala.....The Pottery Company

- 'Home'

Boston, Mass.	Jordan Marsh Company
Charleston, W. Va.	The Diamond Dept. Store
Chicago, Ill.	Carson-Pirie-Scott & Co.
Cleveland, Ohio.....	Sterling-Lindner-Davis
Cleveland, Ohio.....	The Halle Bros. Company
Detroit, Mich.	Crowley, Malner Company
Fort Worth, Texas.....	W.C. Stripling Company
Grand Rapids, Mich.	Wurzburg, Company
Houston, Texas.....	Foley Brothers
Indianapolis, Ind.	H.P. Wasson & Company
Lansing, Mich.	J. W. Knapp Company
Los Angeles, Calif.	Bullock's
Memphis, Tenn.....	Goldsmith's
Milwaukee, Wis.....	Gimbel Brothers, Inc.
Nashville, Tenn.....	Harvey's
New Orleans, La.	D.H. Holmes Co., Ltd.
New York, N.Y.....	Gimbel Brothers, Inc.
Norfolk, Va.	W.G. Swartz Co., Inc.
Omaha, Neb.	J.L. Brandeis & Sons
Philadelphia, Pa.	Gimbel Brothers
Providence, R.I.	The Outlet Company
Richmond, Va.	Thalheimer Brothers
Roanoke, Va.	N.W. Pugh Company
Rochester, N.Y.	Sibley, Lindsay & Curr Co.
St. Louis, Mo.	Famous Barr
St. Paul, Minn.	The Golden Rule
San Francisco, Calif.	Macy's
Syracuse, N.Y.	E.W. Edwards & Son
Utica, N.Y.	J.B. Wells & Son
Washington, D.C.	Woodward & Lothrop
Winston-Salem, N.C.	Thalhimer Brothers
Youngstown, Ohio	G.M. McKelvey

-----O-----

NBC-New York, 11/23/54



COLOR TELEVISION NEWS

A SERVICE OF



NOTABLES IN VARIED FIELDS WILL BE HEADLINERS ON 'DATELINE,'
COLOR SPECTACULAR MONDAY, DEC. 13, 8-9:30 P.M., EST, FOR
OVERSEAS PRESS CLUB MEMORIAL CENTER DEDICATION

- - -

Bob Hope, Sid Caesar, Peggy Lee, Marian Anderson Are Among
Stars; Robert E. Sherwood to Write of Ernie Pyle

PRODUCERS' SHOWCASE will present a host of stars of the
stage, screen, radio, TV, concert, night club and journalistic worlds
for its third production, "Dateline," a 90-minute extravaganza in
compatible color to be produced by NBC-TV in cooperation with the
Overseas Press Club of America Monday, Dec. 13 (8-9:30 p.m., EST).

The color Spectacular, which will be seen in high quality
black and white on all standard sets, will key the official dedication
ceremonies of the new Overseas Press Club Memorial Press Center at
35 East 39th Street in New York City. The occasion will also honor
the more than 80 correspondents who died while serving in foreign
lands. More than 31,000,000 persons are expected to see the show, a
figure based on past Nielsen surveys of Spectaculars.

Alan Handley, NBC staff producer-director noted for his
creative talents on such programs as "The Dinah Shore Show" and
"Light's Diamond Jubilee," will come from Hollywood to New York to
direct "Dateline."

(more)

2 - Dateline

Stars scheduled for personal appearances on the show thus far include Sid Caesar, Peggy Lee and Marian Anderson, with Bob Hope as "emcee" in New York. Negotiations are in progress for Eddie Fisher to serve as "emcee" in Hollywood.

Pulitzer Prize winner Robert E. Sherwood will write a special dramatic vignette treating of Ernie Pyle's decision to become an overseas correspondent.

Carl Sandburg has written a special commemorative dedication, which he is expected to deliver personally, on-camera.

A newspaper ballet is being devised which will highlight humorously the typical activities of a busy city room, to be danced by a well-known team miming a copy boy and copy girl. As the cameras "pan" about the room and follow the dancers, they will pick up the workaday faces of top-flight correspondents and commentators at their desks.

Richard Rodgers will conduct the orchestra. Harry Sosnik will be music director of the show.

Heading the Overseas Press Club production committee cooperating with NBC are Bob Considine, president of the club; John Daly, Hal Boyle and Fleur Cowles.

"Producers' Showcase" is produced for NBC by Fred Coe. Jack Rayel is executive producer.

-----O-----

NBC-New York, 11/23/54

Starr scheduled for personal appearances on the show that
will include Bill Gabor, Peggy Lee and Martin Luther King, with two days
as "guests" in New York. Negotiations are in progress for Eddie
Fisher to serve as "host" in Hollywood.
Riffman's first film, Robert R. Riffman will write a
script for the film, featuring at this time's decision to
become an overseas production.
Carl Sandburg has written a special commemorative dedication
which he is expected to deliver personally on-site.
A newspaper belief is being delayed when will highlight
unusually the typical analysis of a busy city room, to be done
by a well-known team writing a copy for copy staff. As the writers
"from" about the room and follow the answers, they will plan up the
workday faces of top-flight correspondents and commentators as their
tasks.
Richard Rodgers will produce the musical. Harry Belafonte
will be made director of the show.
Heading the Overseas Press Club production committee
cooperating with NBC and Bob Connelley, president of the club, 1960
will, Hal Boyle and Peter Cowles.
"Producers' Showcase" is produced for NBC by Fred Goetz. Jack
Kaye is executive producer.

AN EDITORIAL SALUTE TO GEORGE GOBEL

"Americans are delighted that Gobel decided to become a comedian. They hope he will keep them in stitches for years to come."

So states an editorial in the Nov. 12 issue of the Atlanta (Ga.) Journal. It refers, of course, to the NBC-TV star, George Gobel (Saturdays, 10 to 10:30 p.m., EST), who has had a meteoric rise this Fall.

"Gobel has created a sensation with his clean, unstrained comedy, and his star apparently has just started to rise," says the editorial.

-----O-----

CORRECTION, PLEASE

Richard Goode (cq) will direct the LUX VIDEO THEATRE presentation of "Ladies in Retirement" on NBC-TV Thursday, Dec. 9 (10-11 p.m., EST), instead of Buzz Kulik as previously announced.

-----O-----

NBC-New York, 11/23/54

AN HISTORICAL BATTLE TO BECOME COMEDY

"Americans are delighted that Gopal decided to become a comedian. They hope he will keep them in stitches for years to come."

So stated an editorial in the New York Times

of the Atlanta (Ga.) Journal. It refers, of course, to the NBC-TV star, George Gopal (Sanskrit: Gopal, 10 to 10:30 p.m., EST) who had had a successful time this fall.

"Gopal has created a sensation with his clever, unstrained comedy, and his show regularly has just started to rise," says the editorial.

RECEPTION, PLEASE

Richard Goodie (ed) will direct the LUX VIDEO THEATRE presentation of "Gopal in Retirement" on NBC-TV Thursday, Dec. 9, 10-11 p.m., EST. Instead of Ross Wolfe as previously announced.

ALLIS-CHALMERS MAILS OUT 37,000 INVITATIONS
TO VIPs TO LISTEN TO 'HIS FINEST HOUR'

More than 37,000 invitations to listen to HIS FINEST HOUR have been mailed by Allis-Chalmers Company, sponsors of the program honoring Sir Winston Churchill, Prime Minister of England, on the occasion of his 80th birthday.

The invitations went to all members of the United States Congress, Governors of all states and territories, leading educators, historians and businessmen, including all the Allis-Chalmers dealers in the United States, Canada and Alaska, inviting them to attend this historic broadcast over the Radio Networks of the National Broadcasting Company, the Canadian Broadcasting Corporation and the Alaska Network, by listening to the program on their local station.

The hour-long program which has been in preparation for nearly five years will present Winston Churchill at his eloquent best, plus tributes from world leaders and outstanding members of the arts, Sunday, Nov. 28 at 7 p.m., EST.

-----O-----

AMERICAN MOTORS BUYS TIME SPOTS FOR 1955 NASH MODELS

American Motors Corporation will use the NBC Participation Plan to call the nation's attention to the introduction of its 1955 model Nash automobiles. (The company has purchased two participations on FIBBER McGEE AND MOLLY, running one on Thursday, Nov. 25 and the other Sunday, Nov. 28. Geyer Advertising, Inc. is the agency.

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From NBC Press Department

New York 20, N.Y.

For Release Friday A.M. Newspapers, Nov. 26

Brig. General David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, today made public a letter he has sent to Mr. Ben Gross, Radio and Television Editor of the New York Daily News. General Sarnoff's letter deals with the future of network radio and NBC's position in that field, in connection with Mr. Gross' column of Monday, Nov. 22 on that subject.

Copies of Mr. Gross' column of Nov. 22 and General Sarnoff's letter of Nov. 23 are attached.

-----O-----

from the Press Department
New York 25, N.Y.

For Release Friday, A.M. November 25, 1938

Brig. General David Gamett, Chairman of the
Board of the Radio Corporation of America and
the National Broadcasting Company, today made
public a letter he has sent to Mr. Ben Brown,
Radio and Television Editor of the New York Daily
News. General Gamett's letter deals with the
issue of network radio and NBC's position in
this field, in connection with Mr. Brown's column
of November 23, 1938 on this subject.
Copies of Mr. Brown's column of Nov. 23 and
General Gamett's letter of Nov. 23 are attached.

NATIONAL BROADCASTING COMPANY, INC.

**RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.**



DAVID SARNOFF
CHAIRMAN OF THE BOARD

November 23, 1954

Mr. Ben Gross
New York Daily News
220 East 42nd Street
New York, New York

Dear Ben:

I have read with much interest your column in this Monday's edition of the New York Daily News, in which you discuss the plight of network radio and its future prospects. You pose the question as to which "web will be courageous enough to face realities first and abandon network radio". And you answer this question by venturing the guess that it may be NBC.

I believe that you may have selected NBC for this role because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago.

But our early recognition of the problem which network radio is now facing certainly does not mean abandonment of effort and resolve to cope affirmatively with it. Indeed, having understood the seriousness of the dangers lying ahead for the medium, NBC has been leading the way in developing the patterns of audience and advertiser service which may build a new base for a successful and continuing network radio operation. And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build such a new base for network radio, NBC would be the LAST, and not the first, to abandon the field.

I have always tried to be frank and factual in discussing the problems facing network radio. In following this course, I have certainly not been moved by feelings of pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation in the medium.

November 23, 1954

It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August, I called attention to the downward economic trend in network radio and stressed the importance of the network principle in the American system of broadcasting. And at the same time, I stated that "every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues".

Apparently such a ventilation of the facts of life regarding network radio was disturbing to those who prefer to face a problem by pretending it does not exist. Following my remarks, there were many who privately agreed with my appraisal, although some of them seemingly thought it expedient to reject it publicly.

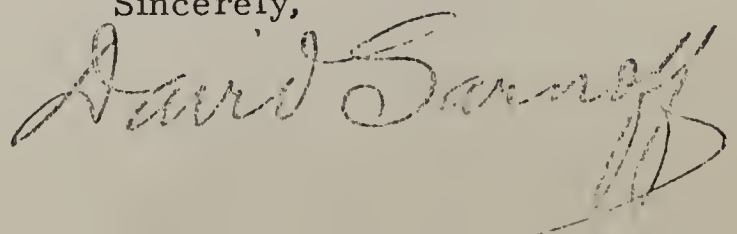
Of course, the facts persist regardless of what anybody thinks privately or says publicly. The facts have not changed since my Chicago remarks and if anything, they are clearer now than they were at that time. It is with the facts that we must deal, and at NBC we have been seeking to do so. Our adjustment to the changing circumstances of network radio is well on the way and as a result of systematic considered action, NBC is now again leading in nighttime radio and is actively seeking to bring about similar improvement in its position in daytime radio.

In the meantime, the shocks of radio's changing circumstances have been affecting other networks which have not fully faced up to the demands of the times and have not yet made the necessary adjustments in their operations. It seems to me that they now stand to lose far more than the NBC Radio Network.

Having weathered the storm which others now must face, we have no jitters about the radio network situation. Only last week, we met with a special committee of our affiliated radio stations and outlined NBC's intentions to proceed with practical evolutionary adaptations to meet radio's new requirements within the framework of the radio network business. This is the course on which we are set and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future.

With best wishes,

Sincerely,

A handwritten signature in dark ink, appearing to read "David Sarnoff", with a stylized flourish at the end.



WHAT'S ON?



By BEN GROSS

Is Network Radio Doomed? ... Although no one wishes to be quoted, many leaders in the broadcasting field believe it is. One finds this sentiment echoed among executives, performers, sponsors and in the trade press, too.

Some give network radio no more than a year or two. Naturally, for the sake of maintaining face, indignant denials are made in some quarters. Nevertheless, this is the picture as seen today by many observers.

Television, of course, is responsible. Now, with more than 31,000,000 sets in use, there are only a few remote, sparsely populated sections of the country not reached by TV. With color making its big splurge, the onward sweep of video is irresistible.

Who'll Be First? ... Although it is true that there are still several times as many radio sets in use as television, the fact is that

the elder medium simply no longer offers competition to the newcomer. At least this is the way most national sponsors feel about it.

The only question on Broadcasting Boulevard is which web will be courageous enough to face the realities first and abandon network radio. No one seems to know the answer, but this column will venture a guess. Brig. Gen. David Sarnoff of RCA, which controls NBC, is an exceptionally farsighted leader. And the president of NBC, Sylvester L. Weaver, is also a fellow of daring. So it would not be surprising if this—our first network—led the procession in taking the plunge.

In this connection, the entertainment weekly, Variety, pointed out recently that the Mutual radio chain seems to have the best chance for survival. This, because among its affiliates there are so many stations which operate in small communities without benefit of TV outlets.

Radio Won't Die ... But one can't say that radio as a whole will die. For even with the radio networks out of existence, the chances are that throughout the country many local stations will continue to operate in a highly profitable manner.

TV may offer its extravaganzas and "spectaculars." It may present such stars as Ethel Merman, Helen Hayes, Clandette Colbert, Jimmy Durante, Jack Benny, Betty Hutton, Betty Grable, Harry James and scores of others, but there is still a place for radio. This is especially true in the field of music, disk jockey shows, spot news coverage, commentaries and discussion programs.

Also, there are many events of local importance—luncheons, civic features, and so forth—for which TV outlets may not have time in the smaller communities. Here radio broadcasters will continue to serve in a useful manner.

And, if on occasions these outlets wish to present "big name" shows, there are always many transcribed programs available from the syndicates.

So it's more than likely that radio—on a local basis—still has a long and prosperous life ahead of it. But network radio? Well, if you're looking for a "sure thing," don't bet on it!

A WORD TO THE WISE MAY BE SUFFICIENT BUT A WORD FROM
STEVE ALLEN ON 'TONIGHT' PROVES ESPECIALLY EFFICIENT

A word to the wise is sufficient. And that goes many thousandfold for Steve Allen's TONIGHT fans who heed every utterance of the emcee of NBC-TV's late night variety funfest.

This is all borne out by the fact that a single announcement -- made at 10 minutes past midnight (EST) -- reaped a harvest of 98,154 letters in the ensuing three days.

And mail is still pouring in and nobody in the world could estimate the number of phone calls that flooded the network switchboard in reaction to one minute of post-midnight patter.

What happened was that Steve announced that five Broil-Quik Super Chef Rotisseries would be given to five viewers of "Tonight" (NBC-TV, Monday through Friday, 11:30 p.m. to 1 a.m.). All the viewers had to do, he said, was send a penny postcard to: Broil-Quik, Box 514, Radio City Station, New York 19, N.Y. The five winning cards will be selected by Steve on his Friday, Dec. 3 program.

He made the announcement on Friday, Nov. 19.

The agency for Broil-Quik is Hicks and Greist, Inc., participating sponsors on the "Tonight" show.

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NBC-New York, 11/24/54

A WORD TO THE WISE IS WORTH TWO A WORD FROM
THESE ALLAN ON "CONCEPTS" PROBABLY ESPECIALLY RELEVANT

A word to the wise is worth two. And that goes for
unusually for these allan's TOUTING TOUTS who need every occasion
the cause of NEC-TV's late stage variety hour.
This is all some out of the time that a little announce-
-- and it is minutes past midnight (not) -- and a hundred
of the letters in the evening time day.
The call is still pouring in and pouring in the words could
into the number of phone calls that showed the network with-
in its position as one minute of post-midnight party.
What happened was that these announced that five people-
t that participants would be given to five viewers of "Tonight"
-TV, through through Friday, 11:30 p.m. to 1 a.m.). All the
and to go, he said, was sent a pretty postcard to: "Hello-
- Don't, Radio City Station, New York 10, N.Y. The five winners
d will be selected by radio on his Friday, Dec. 8 program.
He made the announcement on Friday, Nov. 19.
The agency for Bell-Call is the one and the same, Inc.,
including sponsors of the "Tonight" show.

BRIDGEPORT OFFICIALLY OBSERVES 'PINKY LEE DAY'

WHEN COMEDIAN VISITS YOUNG FAN IN HOSPITAL

By official proclamation of Mayor Jasper MacLevy, Tuesday, Nov. 23, was officially "Pinky Lee Day" in Bridgeport, Conn., as a happy prologue to the interest which the diminutive NBC-TV comic had taken in an injured young citizen of that city.

Mayor MacLevy's proclamation read as follows:

Whereas, the kindness to and solicitude for a young citizen of Bridgeport is deeply appreciated by all residents of this city, and whereas his daily NBC television program for youngsters is force for good in these troubled times, and whereas he took time from a busy schedule to visit our city and, specifically, a young fan, Joseph Foster Greene, a patient in St. Vincent's Hospital; now therefore do I, by virtue of the authority invested in me, proclaim this 23rd day of November, 1954, to be PINKY LEE DAY in Bridgeport.

(Signed) Jasper MacLevy, Mayor.

It all began on Monday, Oct. 25 when Joe Greene, a Bridgeport schoolboy, was struck by a truck on his way home from school. Critically injured, he was rushed to St. Vincent's Hospital. Upon regaining consciousness, the first thing the youngster said was: "I wonder if Pinky Lee will send me a present."

Word of this was relayed immediately to Pinky, whose Monday-through-Friday program (5-5:30 p.m., EST) originates in Hollywood. Pinky not only sent Joe presents but encouraged him on the air.

(more)

BRIDGPORT OFFICIALLY OBSERVES 'TINKY LEE DAY' WHEN COMPLAIN VICTIM WOULD HAVE BEEN IN HOSPITAL

By official proclamation of Mayor Jasper Maloney, Tuesday, v. 23 was officially "Tinky Lee Day" in Bridgport, Conn., as a pay tribute to the interest which the distinctive WBO-TV could have won in an injured young victim of that city.

Mayor Maloney's proclamation read as follows:

Whereas, the kindness to and solicitude for a young victim of Bridgport is deeply appreciated by all residents of this city, and whereas his early WBO television program for youngsters is a force for good in these troubled times, and whereas he took time from a busy schedule to visit our city and, specifically, a young fan, Joseph Victor Greene, a patient in St. Vincent's Hospital, now therefore do I, by virtue of the authority invested in me, proclaim this day of November, 1954, to be TINKY LEE DAY in Bridgport.

(Signed) Jasper Maloney, Mayor.

It all began on Monday, Oct. 22 when Joe Greene, a Bridgport schoolboy, was struck by a truck on his way home from school. Seriously injured, he was rushed to St. Vincent's Hospital. Upon learning of his condition, the first thing the youngster said was: "I hope my Tinky Lee will come to a present."

Word of this was relayed immediately to Tinky, whose fan- through-Friday program (5-5:30 p.m., EST) originates in Hollywood. Not only sent the presents but encouraged him on the air.

2 - 'The Pinky Lee Show'

And finally, when he flew to New York to participate in Macy's Thanksgiving Day Parade, he took an entire day off from a jam-packed week to visit his young friend in Bridgeport. When Pinky, wearing the checkered hat and jacket familiar to millions of his young fans, entered Joe's room at the hospital, the boy grinned from ear to ear and yelled, "Holy Cow! It's Pinky!"

Pinky visited for a while with Joe, who is now well on the way to recovery, and then chatted with other young patients and distributed candy. All of them recognized him instantly and even joined him in his song, "Yoo-hoo, it's me -- my name is Pinky Lee."

Pinky finally had to take his leave from the kids in the ward and return to New York. He remarked, "I've been in showbusiness since I was five years old, and I've been involved in every phase of it but believe me, I've never done anything that has brought me as much real satisfaction as cheering up these kids."

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NBC-New York, 11/24/54

And finally, when he flew to New York to participate in
his brother's funeral, he took an entire day off from work.
He went to visit his young friend in England. When he
returned, he checked into his hotel and found a letter from his
mother. She had written him from the hospital, the day after he
had been discharged. "My boy! I'm finky!"
Finky visited for a while with her, who is now well on the
way to recovery, and then chatted with other young patients and
patients' families. All of them recognized him instantly and even
joined him in his song, "Too-hoo, too-hoo, my name is Finky Lee."
Finky finally had to leave his friends in the
hospital and return to New York. He returned, "I've been in hospital
since I was five years old, and I've been involved in every phase of
it. I don't believe I've never done anything that has brought me to
such total satisfaction as chatting up these kids."



color television presents

A MAX LIEBMAN PRODUCTION

PUTTING SONJA HENIE ICE SHOW ON COLOR TV CALLS FOR VAST
TECHNICAL LAYOUT FOR NBC 'SPOTLIGHT' SPECTACULAR
OF SUNDAY, DEC. 5, 7:30 TO 9 P.M., EST

All the kaleidoscopic eye-excitement of Sonja Henie and her superb skating company for the first time in color television, promises a thrill for a vast audience when Max Liebman's Spectacular, SPOTLIGHT, is presented on NBC-TV Sunday, Dec. 5, 7:30 to 9 p.m., EST. (Nielsen surveys indicate each Spectacular is seen by an average of 31,000,000 viewers).

It will offer another scenic effect as exciting technically as it is in eye appeal -- brilliant, dazzling color designs in the ice on which the rainbow-hued costumes of the skaters will flash by.

Miss Henie's crew of ice engineers will move into the huge NBC color TV studios in Brooklyn with nothing more elaborate than two or three refrigerant compressors, a few truckloads of a sand and sawdust mixture, and a few tons of $1\frac{1}{2}$ -inch iron pipe -- plus a few buckets of paint.

Out of this prosaic equipment less than a dozen men will weave a magic, shimmering platform on which the dainty Norwegian skating star and her troupe will perform.

First, the crew will lay a series of huge tarpaulins on the floor of the NBC studios. Upon this, they will spread a series of iron pipe sections made up into "radiators" -- about 20 feet long, 2 feet wide and a little over $1\frac{1}{2}$ inches thick.

(more)

Next, a "sand dam" or dike about two inches high is erected all around the edge of the proposed skating area.

Then a sand and sawdust mixture is spread all over the "radiator" pipes.

The entire surface then is thoroughly soaked by hose spray. And the refrigerant compressors are started.

As soon as the mixture becomes a sort of "frozen-ground-in-Winter" type of bottom, a thin spray is put all over the frozen base.

Then the technicians get out the paint buckets and work out color designs on the base ice.

Finally, when colors have set and the "deep freeze" is ready, the final coat of a little less than an inch of sparkling skating ice is sprayed over the entire area for the performers.

As soon as Miss Henie's portion of the show shall have been concluded, the melting process will start and pipes will come uncoupled; compressors will start to roll wet sand, and sawdust will be carted off in trucks.

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NBC-New York, 11/24/54

Next, a "sand box" or other means for forming sand is provided.

It shows the shape of the proposed building.

Then a sand and gravel mixture is spread all over the

surface.

The entire surface then is thoroughly rolled in place.

The resulting composition is finished.

As soon as the surface becomes a sort of "iron-plate" type

of surface, a thin layer is put all over the surface.

Then the building is set out the paint marks and work is

done for design on the face.

Finally, when colors have set and the "iron-plate" is

ready, the final coat of a little less than an inch of material is

put on and smoothed over the entire area.

As soon as Miss Heile's position at the show shall have been

reached, the building process will start and about all work completed

will start to roll out and about all work will be done off

the

10-11-1914

10-11-1914

WHO'S WHO ON PRODUCTION STAFF OF 'MACBETH' ON 'HALLMARK HALL OF FAME'
COLORCAST ON NBC-TV SUNDAY, NOV. 28, 4-6 P.M., EST

GEORGE SCHAEFER (DIRECTOR) - first directed Maurice Evans and Judith Anderson in "Macbeth" as a soldier on the staff of the then Major Evans in Hawaii. Among the 50 other wartime shows he staged was the "GI Hamlet," in which Evans later toured the country. Schaefer subsequently directed Evans on Broadway in "Man and Superman" and was closely associated with him during his TV debut in "Hamlet" and "King Richard II," which followed. He has been both executive producer and artistic director of the New York City Center Theatre Company and has spent three Summers directing the all-star State Fair musicals in Dallas, Texas. Schaefer is currently represented on Broadway with "The Teahouse of the August Moon," of which he is co-producer.

HUDSON FAUSSETT (NBC-TV PRODUCER-DIRECTOR) - has been a stage and screen actor, director, producer and writer, with television his exclusive field at present. For four years he was producer of the popular "Armstrong Circle Theatre." Currently he produces and directs "The Paul Winchell Show" on NBC-TV.

LEHMAN ENGEL (CONDUCTOR and COMPOSER) has based his present scoring of "Macbeth" on the original music he wrote for the 1941 Evans-Anderson Broadway production. He also composed an original score for Evans' famous full-length "Hamlet," as well as for O'Casey's "Within the Gates," Eliot's "Murder in the Cathedral" and Williams' "A Streetcar Named Desire." He has conducted the orchestra for many record albums as well as in the pit of such hits as "The Consul," "Wonderful Town" and the current "Fanny." He has twice received "Tony" Perry Awards for his conducting talents.

OTIS RIGGS (SET DESIGNER) - is a Yale alumnus who has been professionally represented in Hollywood, on Broadway and in TV. Last season, he designed the sets for Lillian Gish's "A Trip to Bountiful." His settings are a regular feature of the weekly drama programs, "Television Playhouse," on NBC-TV.

NOEL TAYLOR (COSTUME DESIGNER) - also did the costumes for Evans' TV versions of "Hamlet" and "King Richard II," as well as Evans' stage productions of "Dial 'M' for Murder" and "The Teahouse of the August Moon." He also designed the costumes for two of Judith Anderson's star vehicles, "Come of Age" and "In the Summer House." His other Broadway shows include "Alice in Wonderland," "20th Century," "Stalag 17," "The Male Animal," "Bernadine" and "Ladies of the Corridor."

(more)

WHO'S WHO ON TELEVISION: STARS OF BROADWAY AND HOLLYWOOD
COLLECTED IN NEW-YORK JOURNAL, NOV. 24, 1941, P. 1.

DEAN JAGGER (DIRECTOR) - First director of the
and John Jagger in "Mystery" as a writer on the staff of the
after years in "Mystery" for 20 years. Jagger was the first
in "GI Hallelujah" in which Jagger played the comedy
unusually directed Jagger on Broadway in "The Great
Jagger associated with his writing as to debut in "Hallelujah" and "The
Jagger II" which followed. He has been both executive producer and
Jagger director of the New York City Opera House and has
been three times director of the all-star state fair musicals in
Dallas, Texas. Jagger is currently represented on Broadway with
the technique of the August Moon, of which he is co-producer.

HENRY FAYBUST (NEW-YORK JOURNAL-DIRECTOR) - has been a stage
and screen actor, director, producer and writer, with television his
collaborative field as producer. For four years he was producer of the
opera "Armstrong Circle Theatre". Jagger is producer and director
The New Musical Theatre, on Broadway.

LEAHY ENRI (DIRECTOR AND PRODUCER) has been his director
writing of "Mystery" on the original stage he wrote for the 1941 Broadway
production Broadway production. He has composed an original score for
Jagger's musical "Hallelujah" as well as for "GI Hallelujah" and "The
the Gator", Jagger's "Mystery" in the musical "The Gator". A Broadway
he named "Mystery". He has composed the production for Broadway
Jagger as well as in his role as "The Gator", "Mystery"
own" and the current "Mystery". He has twice received "Tony" awards
Jagger for his Broadway production.

OTIS RICE (NEW-YORK JOURNAL) - is a Yale alum who has been
collaboratively represented in Broadway, on Broadway and in TV. Last
season, he designed the set for the musical "A Trip to Boston".
He serves as a regular feature of the weekly drama program,
"The New Musical Theatre", on Broadway.

JOHN TAYLOR (DIRECTOR AND PRODUCER) - also has the reputation for
Jagger's TV version of "Hallelujah" and "The Great
Jagger's stage production of "The GI Hallelujah" and "The
The August Moon". He also designed the set for the two of Jagger's
Jagger's stage production "The GI Hallelujah" and "The
in other Broadway shows include "The GI Hallelujah" and "The
Jagger II", "The New Musical Theatre", and "The GI Hallelujah".

2 - 'Macbeth' - 'Hallmark Hall of Fame'

MILDRED FREED ALBERG (ASSOCIATE PRODUCER) - was co-adaptor of the version of "Hamlet" which Maurice Evans used for his TV bow. She was also associate producer on his "King Richard II." Mrs. Alberg, a professional writer for 14 years, has had her by-line stories published in the Saturday Evening Post children's fiction. She has produced radio shows and a documentary film for CARE.

EMMETT ROGERS (ASSOCIATE PRODUCER) - was a popular young actor in "Richard II," "Henry IV," "Hamlet," "Papa Is All," "Idiot's Delight" and other plays before becoming manager of Maurice Evans Productions. Last season he was associate producer of "Dial 'M' for Murder" and held similar positions for Evans' two previous Shakespeare productions on TV.

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NBC-New York, 11/24/54

WILLIAM WARD (AKA) (ASSOCIATE PRODUCER) - Was a regular on a variety of "Night" and "Morning" shows used to be on TV. Was also assistant producer on his "The William W." show. A professional writer for 15 years, has had his writing career flourish in the literary world. His children's fiction. His last children's book was a documentary film in 1982.

WILLIAM WARD (AKA) (ASSOCIATE PRODUCER) - Was a regular on a variety of "Night" and "Morning" shows used to be on TV. Was also assistant producer on his "The William W." show. A professional writer for 15 years, has had his writing career flourish in the literary world. His children's fiction. His last children's book was a documentary film in 1982.

CONFIDENTIAL - SECURITY INFORMATION

WILLIAM WARD (AKA) (ASSOCIATE PRODUCER)

NBC TO TELECAST TOURNAMENT OF ROSES PARADE COAST TO COAST
MINUTE MAID CORPORATION TO SPONSOR PROGRAM

The traditional "Tournament of Roses Parade" will be televised coast to coast by NBC-TV under sponsorship of the Minute Maid Corporation of New York, Jan. 1, 1955.

The colorful pageant, an annual feature preceding the Rose Bowl football game, will be seen from 12:45 p.m.-1:45 a.m., EST. Minute Maid, manufacturer of frozen juices, placed the order through Lynn Baker, Inc., of New York.

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PAUL LAVALLE'S DESCRIPTIVE ALBUM, 'LAVALLE AT WORK,' CHOSEN
AS 'RECORD OF THE MONTH' BY WOMAN'S HOME COMPANION

Paul Lavalley's recording of "Lavalley At Work" (an RCA Victor release) has been chosen "Record of the Month" by the Woman's Home Companion, for December, 1954.

The recording was chosen because it offers a cross-section of his work, including jazz, marching songs and symphony stylings. The Companion's review includes comments of five disc jockeys, one of whom declares: "This hi-fi disc shouts its testimony to Lavalley's genius."

Paul Lavalley conducts the Cities Service BAND OF AMERICA on NBC Radio (Monday nights, 9:30 p.m., EST). In recent years he has traveled extensively throughout the country coaching some 8,000,000 students in school bands.

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NBC-New York, 11/24/54

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TRADE NEWS

A SERVICE OF



November 26, 1954

PHARMACEUTICAL, INC. TO SPONSOR 'JUVENILE JURY' ON NBC-TV

Pharmaceuticals, Inc., of Newark, N.J., for its Geritol, Geritol Junior and Serutan products, will sponsor JUVENILE JURY, popular panel program featuring the world's youngest jurors, starting with the Jan. 9, 1955 show (NBC-TV, Sundays, 4 p.m., EST).

The order was placed through Edward Kletter Associates, Inc. of New York. The show returns to the NBC-TV network as a Sunday afternoon attraction beginning Dec. 5.

Jack Barry, originator of the show in 1946 with partner Dan Enright, will be moderator. The five young jurors making up the weekly panel will offer solutions to problems submitted by listeners. A guest star will be on hand each week.

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TRADE NEWS

November 26, 1954

HENRY J. TAYLOR COMES TO NBC RADIO'S MONDAY SCHEDULE

WITH 'YOUR LAND AND MINE' BEGINNING DEC. 13

- - -

Series Will Be Sponsored by General Motors

Henry J. Taylor, who has made almost 700 consecutive broadcasts of his YOUR LAND AND MINE, moves to NBC Radio starting Monday, Dec. 13. His weekly penetrating analysis of both domestic and foreign news will be heard each Monday from 8 to 8:15 p.m., EST.

The program will be sponsored by the General Motors Corporation on the entire NBC radio network, through the Kudner Agency, Inc.

Taylor began the "Your Land and Mine" series as a two-a-week report in 1945 and since then has broadcast from 38 countries in both hemispheres for the same sponsor, without missing a single show.

He has covered many theatres of war, interviewed hundreds of the leaders in international affairs, business and industry, and his analysis of global happenings is presented in concise and simple language extracted from up-to-the-minute contact with present day political leaders all over the world. His constant travel keeps him in close touch with the grassroots elements, a factor he believes most important in comprehending complex economic and political situations.

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TRADE NEWS

November 26, 1954

* _____ *

| 33 NBC EMPLOYEES TO BE WELCOMED |

| INTO 25-YEAR CLUB IN N.Y. |

* _____ *

Thirty-three employees of the National Broadcasting Company will become members of the NBC 25-Year Club in a ceremony Thursday, Dec. 2 at the Hotel Roosevelt, New York.

Each of the new members -- who this year completed 25 years of service with NBC -- will receive a watch and a certificate signed by Sylvester L. Weaver Jr., President of the National Broadcasting Company.

The honored employees will be welcomed into the 25-Year Club by Mr. Weaver and Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company. Mr. Weaver will be the principal speaker.

Entertainment will be provided by NBC's Steve Allen and Skitch Henderson. B. Lowell Jacobsen, NBC director of personnel, will be master of ceremonies.

The new members are:

Maude Archer, television network sales; Frances Barbour, television network sales; Whitney M. Baston, TV technical operations; Enid J. Beaupre (retired) national advertising and promotion; Thomas Buzalski, WRCA-TV; Martin J. Devine, integrated services; Vernon J.

(more)

2 - 25-Year Club

Duke, administration engineering development; Philip F. Falcone, TV technical operations; John Gullans, AM technical operations; Edward Gundrum, TV technical operations; Hugh Gunn, plant operations; Jarrett L. Hathaway, engineering; Alexander Horwath, AM technical operations; Arthur Holub, AM technical operations; Einar S. Johnson, AM technical operations; Joseph A. Kane, WRCA-TV; Pat Kelly, (retired) network programs; Milton Kitchen, TV technical operations.

Also Theodore Kruse, AM technical operations; Ernest LaPrade, radio network music; Dorothy McBride, continuity acceptance; Elmer Mead, engineering; Edward Nolen, audio-video engineering; Thomas H. Phelan, TV technical operations; John H. Powers, technical operations; Wilbur Resides, staff engineering; Robert E. Shelby, engineering administration; Fred K. Squires, TV technical operations; John E. Tracy, press and publicity; Clement J. Walter, technical operations; Edwin C. Wilbur, technical operations; Frank H. Williams, AM network technical operations, and Francis McBrien, TV technical operations.

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NBC-New York, 11/26/54

NBC PRESIDENT SYLVESTER L. WEAVER JR. TO DISCUSS NEW
TV ADVERTISING FORMATS BEFORE SAN FRANCISCO ADMEN

Sylvester L. Weaver Jr., President of the National Broadcasting Company, will discuss new formats in television advertising before the Advertising Club of San Francisco Wednesday, Dec. 1. Mr. Weaver will speak at a luncheon at the Sheraton Palace Hotel in San Francisco.

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BAMBI LINN'S MOVIE COMMITMENTS FORCE HER CANCELLATION ON 'SPOTLIGHT,'
BUT HER PARTNER ROD ALEXANDER WILL DO CHOREOGRAPHY ON THE SHOW

The shooting schedule of her film role in "Oklahoma!" has necessitated cancellation of Bambi Linn's appearance in the NBC-TV Max Liebman color Spectacular SPOTLIGHT on Sunday, Dec. 5 (7:30 to 9 p.m., EST).

She and Rod Alexander were to have presented a dance routine, which now will be scheduled at a later date. Alexander, however, will do the choreography for SPOTLIGHT, which stars Sonja Henie and a troupe of 25 in an ice revue; Jack Buchanan, Jeannie Carson, Pat Carroll and special guest star Jimmy Durante.

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NEC-New York, 11/26/54

THE PRESENT SITUATION IN THE NORTH

IN ADVANCING TOWARDS THE NORTH

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NATIONAL SAFETY COUNCIL HONORS NBC WITH AWARD
FOR 'EXCEPTIONAL SERVICE TO FARM SAFETY'

FOR RELEASE MONDAY A.M. NEWSPAPERS, NOV. 29

The National Broadcasting Company yesterday (Nov. 28) received a National Safety Council Public Interest Award for "exceptional service to farm safety" in 1954.

NBC was the only major network to receive one of the awards, which were presented at a luncheon given by the council in Chicago for members of the National Association of Television and Radio Farm Directors.

NBC was cited for its many radio network contributions to farm safety during 1954, for the preparation of a series of Farm Safety Week transcribed announcements for individual stations, and for a special Farm Safety Week broadcast aired on the "National Farm and Home Hour" program.

Jules Herbuveaux, general manager of NBC's Chicago stations, WNBQ and WMAQ, accepted the award on behalf of Sylvester L. Weaver, Jr., President of NBC.

Among 24 radio stations and three television stations honored by awards were NBC affiliated stations KDKA, Pittsburgh; WGY, Schenectady; WHAM, Rochester, N.Y.; WKY and WKY-TV, Oklahoma City; WLW, Cincinnati; KVTU, Sioux City, Iowa; and WOI-TV, Ames, Iowa.

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NBC-New York, 11/26/54

NATIONAL SAFETY COUNCIL HONORS TWO WITH AWARDS
 FOR "EXCEPTIONAL SERVICE TO THE COUNTRY"

OF RELEASE MONDAY A.M. NOVEMBER 23, 1954

The National Broadcasting Company yesterday (Nov. 23)

received a National Safety Council award for "exceptional

service to the country" in 1954.

NBC was the only major network to receive one of the awards.

The award was presented at a luncheon given by the council in Chicago for

members of the National Association of Television and Radio Arts

executives.

NBC was cited for its many radio network contributions to

arm safety during 1954, for the preparation of a series of radio

safety week pamphlets and announcements for instructional stations, and for

a special radio safety week broadcast aired on the "National Town and

Home Hour" program.

John H. Johnson, general manager of NBC's Chicago station,

and WMAZ, accepted the award on behalf of television stations.

J. J. President of NBC.

Among 24 radio stations and three television stations

honored by awards were WMAZ affiliated stations WMAZ (Boston); WMAZ

(Schenectady); WMAZ, Rochester, N.Y.; WNY and WY-TV, Glens Falls;

WMAZ, Glens Falls; WYTV, Glens Falls; WYTV, Glens Falls; WYTV, Glens Falls.

- 2 -

Q-TIPS SPONSORS MARY MARGARET McBRIDE

MONDAYS AND TUESDAYS ON NBC RADIO

The Q-Tips Sales Corporation will sponsor MARY MARGARET McBRIDE on Mondays and Tuesdays starting Jan. 31, 1955. The contract was signed through the Lawrence C. Gumbinner Advertising Agency.

Mary Margaret McBride is heard Mondays through Fridays on the NBC radio network 10-10:05 a.m., EST. The program is sponsored by General Foods Corporation for Calumet Baking Powder on Thursdays and Fridays.

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NBC'S JACK COSTELLO TO REPRESENT U.S. AS GUEST

AT INTER-AMERICAN ANNOUNCERS CONGRESS

Jack Costello, senior announcer for NBC, will proceed to Havana, Cuba shortly as United States guest representative at the Inter-American Announcers Congress Dec. 1-through-5.

The Congress was initiated in 1952 and, prior to this year, NBC's Ben Grauer was the guest chosen to represent the United States. Purpose of the gathering is to promote hemispherical good will and to discuss various matters of interest to announcers.

The host this year is the Colegio Nacional de Locutores, a Cuban association.

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NBC-TV AND RADIO TO BROADCAST TALK BY SECRETARY DULLES

A major foreign policy address by Secretary of State John Foster Dulles will be broadcast by the NBC television and radio networks Monday, Nov. 29, from 10:30 to 11 p.m., EST.

Secretary Dulles' address will cover recent developments in foreign affairs. He will speak from the NBC studios in Chicago.

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NBC-New York, 11/26/54

10

The Q-Two case corporation will receive very important
results on Monday and Tuesday evening Jan. 21, 1952. The company
is being formed by the American Association of
Navy Personnel (NAP) in order to provide a service to
the NAP and its members. The project is being
by General Public Corporation for General Public for General
and Public.

WFO'S JACK JOHNSON TO BE VISITED BY A. J. GALT

AT LATER-APPROXIMATE ESTIMATED COSTS

Jack Johnson, visiting ambassador from WFO, will proceed to
Savannah, Ga. shortly as United States guest representative at the
Inter-American Conference (October 20, 1- through 4).
The conference was scheduled in 1950 and, prior to this year,
Mr. A. Ben Galt was the guest named to represent the United States.
Purpose of the gathering is to promote hemispheric good will and to
discuss various matters of interest to members.

The host this year is the United States at Savannah, Ga.

Guests estimated.

WFO-TV AND WFO-TO BE VISITED BY SECRETARY GALT

A major touring party, headed by Secretary of State
Galt, will be accompanied by the WFO delegation and will
leave Monday, Nov. 22, from 10:30 to 11 a.m. EST.
Secretary Galt, who will have recent experience in
foreign affairs, will arrive from the WFO station in Chicago.

WFO-TV and WFO-TO

"TONIGHT'S" STEVE ALLEN A DRAWING CARD? RIGHTO!

IN FACT, HE DREW 123,000 OF THEM POST-HASTE

More than 123,000 television viewers are going to sleep these nights not with "visions of sugar-plums" dancing through their heads, rather with visions of Broil-Quik Super Chef Rotisseries -- with Steve Allen acting as Santa Claus.

The 123,000 hopefuls are the viewers of Steve's TONIGHT show (NBC-TV, Monday through Friday, 11:30 p.m. to 1 a.m., EST) who accepted his invitation, made at 10 minutes past midnight on a recent "Tonight" show, to mail a postcard with their name and address to: Broil-Quik, Box 514, Radio City Station, New York 19, N.Y.

On the "Tonight" show of Friday, Dec. 3 Steve will pick five names at random to whom the rotisseries will be given.

The Allen offices at the Hudson Theatre are heaped with postcards so deep they look as though it had snowed cards. Mail is still pouring in, and the NBC switchboard has received hundreds of calls of inquiry for repetition of the address. All this as the result of a one-minute offer by Allen.

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NOW IT'S ON-CAMERA FOR NANCYANN GRAHAM ON 'HOME,'

AS INTERIOR DECORATIONS EDITOR

Nancyann Graham, who has been off-camera food editor of NBC-TV's HOME (Mondays through Fridays, 11 a.m. to 12 noon, EST) since the program's inception last March, now will be seen regularly in front of the cameras as the interior decorations editor.

In recent weeks, Nancyann has become familiar to "Home" viewers as she has substituted regularly for food editor Kit Kinne while the latter has been on leave following the birth of her baby last October. It was on the excellence of these appearances that "Home" producer Richard Linkroum decided to make Nancyann a permanent member of the program's staff of on-camera editors.

Mrs. Graham replaces decorator Paul MacAlister, who has returned to his home and business in Chicago but who will continue to represent the program as consultant on interior design and color in the home from that city.

A graduate of Cornell University, New York State College of Home Economics, Mrs. Graham also was a major in the English-journalism and drama department of that institution.

She has worked variously as an assistant to a food photographer; researcher on a number of radio programs having to do with the home, including "Home Is What You Make It" and "Home Around the World"; as on-the-air successor to Josephine McCarthy on radio's "Ask Ella Mason"; production assistant on the NBC current events program, "Living," and on "Today With Mrs. Eleanor Roosevelt"; conducted her own

(more)

WOMEN'S WORKS

AN INTERIOR DECORATION EDITOR

Manhattan woman, who has been off-camera lead editor of NBC-TV's HOME (Sundays through Fridays, 11 a.m. to 12 noon, EST) since the program's inception last March, now will be seen regularly in front of the camera as the interior decorations editor.

In recent weeks, Harkness has become familiar to "Home" viewers as she has substituted regularly for food editor Kit Kline while the latter has been on leave following the birth of her baby and October. It was on the occasion of these appearances that "Home" producer Richard Lindstrom decided to make Harkness a permanent member of the program's staff of on-camera editors.

Mrs. Graham began her career as a radio personality, who has returned to his home and business in Chicago but who will continue to represent the program as consultant on interior design and color in the home from that city.

A graduate of Cornell University, New York State College of Home Economics, Mrs. Graham also was a major in the English-Journalism and drama department of that institution.

She has worked actively as an assistant to a food photographer, reporter on a number of radio programs having to do with the home, including "Home Is Where You Live It" and "Home Around the World," an on-the-air assistant to telephone operator on radio's "Ask Miss Graham"; production assistant on the NBC current events program "Living," and on "Today with Mrs. Eleanor Roosevelt"; conducted her own

interview program over radio station WHLI in Hempstead, L.I. As "Daisy Meadows," the living trademark of a leading New England dairy, she made many guest appearances. She also conducted her own weekly radio program over the Yankee network, a household hint program seen on TV twice weekly, and a newspaper column which appeared two days a week in the Boston Herald and Traveler; and most recently, of course, her assignments on "Home."

Working with Mrs. Graham in the interior decorations department of "Home" will be Mrs. Claire Barrows, who will continue as the off-camera editor, contributing her extensive background to this particular segment of the program. Mrs. Barrows is a University of California graduate with a major in art and public speaking. She was formerly assistant home furnishings editor of Bride's Magazine and The Bride's Reference Book; color and decorating consultant for the Alexander Smith Carpet Co.; manager of the New York showroom of Goodall Fabrics, and has done free-lance decorating and styling of national ads.

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NBC-New York, 11/26/54

As
the program over radio station WJLB in Memphis, Tenn. As
the program over the radio network, a household hint program was
twice weekly, and a newspaper column which appeared two days a week
the Boston Herald and Telegraph and most recently, of course, the
column on "Home."

Working with Mrs. Graham in the interior decoration depart-
ment of "Home" will be Mrs. Claire Barrow, who will continue as the
column editor, contributing her extensive background to this
columnial segment of the program. Mrs. Barrow is a University of
Florida graduate with a major in art and public speaking. She was
early assistant home furnishings editor of Life's Magazine and the
Life's Reference Book; color and decorating consultant for the
Singer-Schiff Design Co.; manager of the New York and room of Goodall
Store, and has done first-hand decorating and styling of national

New York, 1965

* _____ *

| NBC RADIO TO PRESENT 'PROFILE OF LEOPOLD STOKOWSKI' |

* _____ *

"A Profile of Leopold Stokowski" will be offered by NBC Sunday, Dec. 5 (NBC Radio network, 7-8 p.m., EST). The noted conductor will appear on the program with commentator Ben Grauer to discuss his new appointment as music director of the Pacific Coast Music Festival in Santa Barbara, Calif.

The veteran conductor, perhaps more than any other conductor, has interested himself in the acoustics and technique of recording and reproducing music in film and radio. Stokowski has often worked closely with engineers in his music projects. On the program he will describe his activities in these fields, as illustrated in the film "Fantasia" and his recent recordings for RCA Victor.

In connection with the forthcoming Pacific Coast Festival, he will have as guests on the program Leighton Rollins, Mrs. Horace Gray and Gen. P. Morgan Hamilton, directors of the project, to outline his plans.

-----O-----

NBC-New York, 11/26/54

NEW RADIO TO PRESENT 'PROFESSOR OF LOGIC' (RECEIVED)

"A Profile of Technological Advancement" will be offered by WBSZ

Monday, Dec. 2 (WBSZ Radio Network, 7-9 p.m., EST). The noted con-

ductor will appear on the program with commentator Ben Hunter as
discuss the new appointment as radio director at the Radio House

and Festival in Santa Barbara, Calif.

The festival conductor, perhaps more than any other con-

ductor, has indicated himself as the specialist and technician of

conducting and recording music in film and radio. Stokowski has

two worked closely with him in his radio projects. On the

program he will describe his activities in New York, as illustrated

in the film "Symphony" and his personal recordings for RCA Victor.

In connection with the forthcoming Radio House Festival.

will have as guests on the program conductor Bolivar, Mrs. Morgan

and Mrs. E. Morgan Harrison, directors of the project.

outline his plans.

REC-NEW YORK, 11/25/54

CAST AND CREDITS FOR TV OPERA, 'SISTER ANGELICA'

Cast and credits for "Sister Angelica" by Puccini, the second NBC Opera Theatre presentation of opera in English for the current season, Sunday, Dec. 5 (NBC-TV, 3-4 p.m., EST):

Sister Angelica.....Elaine Malbin
 The Princess.....Shannon Bolin
 The Abbess.....Mary Krete
 Mistress of the Novices.....Ruth Kobart
 Sister Genevieve.....Joan Moynagh
 The Monitor.....Irene Antal
 First Novice.....Rose Gerringer
 Other sisters, providers, novices and professed sisters:
 Jean Maretta, Joyce Gill, Alice Fraser, Carole O'Hara,
 Frances Paige, Dorothy Candee, Tamara Bering, Jean Ray,
 Libora Geraci, Margaret Tynes, Sarah Dubin, Helen Rice,
 Ethel Greene, Rose Virga, Joan Carroll.

CONDUCTOR.....Peter Herman Adler
 Orchestra.....Members of the Symphony of the Air

PRODUCER.....Samuel Chotzinoff
 Associate Producer.....Charles Polacheck
 Music and Artistic Director.....Peter Herman Adler
 Director.....Kirk Browning
 Production Designed by.....William Molyneux
 Costumes by.....Robert Fletcher
 Audio Director.....George Voutsas
 Assistant Conductor.....Felix Popper
 Technical Director.....Bob Hanna

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NBC-New York, 11/26/54

second HBO Opera Theatre presentation of opera in English for the
current season. Sunday, Dec. 3 (11:00 TV, 8-8:30 p.m., EST);
last and special for "Winter Angles" by Tuccini, the

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Medical Director.....
Assistant Consultant.....
Chief Physician.....
Director.....
Assisted by.....
Education Assigned by.....
Lecturer.....
Associate Professor.....
Consultant.....



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECASTS FOR WEEK

(Dec. 5 - 11)

Sunday, Dec. 5

7:30 - 9 p.m., EST, -- Max Liebman Presents "Spotlight," a Spectacular starring Sonja Henie with a troupe of 25 of the world's finest figure skaters, and Jack Buchanan, Jeannie Carson, Pat Carroll and, as a special guest, Jimmy Durante. The ice-show portion will originate in NBC's huge Brooklyn Studios, and the remainder of the production in NBC's Colonial Theatre in New York.

Thursday, Dec. 9

9:30 - 10 p.m., EST -- FORD THEATRE presents "Charlie C Company" with Edmond O'Brien, Gene Evans, Robert Strauss and Kerwin Mathews. Story of an army chaplain (played by Edmond O'Brien) who loses contact with his outfit during a retreat in Korea and accidentally stumbles onto battered Company C. Then he finds himself forced to take command in the face of annihilation.

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NBC-New York, 11/29/54

November 29, 1954

MARY MARTIN AND OTHER MAJOR STARS TO BE HEARD
IN SPECIAL 'PETER PAN' PROGRAM ON NBC RADIO

Mary Martin will appear in a special "Peter Pan" broadcast Saturday, Dec. 4 (NBC Radio network, except WRCA, 11 A.M.-12:00 noon, EST). Miss Martin and commentator Ed Herlihy will tell the classic Barrie story and will play the new recordings from the popular musical version now on Broadway, starring Miss Martin.

In addition to Miss Martin, who will appear in person on the program, and be heard on the records, the voices of Cyril Ritchard, Kathy Nolan and Margalo Gilmore will be featured.

Selections from the musical to be heard on the one-hour program will be "Overture," "Prologue," "Tender Shepherd," "I've Gotta Grow," "Never-Never Land," "I'm Flying," "Distant Melody," "Hook's Waltz," "Pirate Song," "Hook's Tango," "Indians," "Wendy," "Tarantella," "I Won't Grow Up," "Oh My Mysterious Lady" and "Ugg-A-Wugg."

The program will be produced by George Voutsas.

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November 29, 1934

MARY MARTIN AND OTHER NEW STARS TO BE HEARD
IN SPECIAL 'PETER PAN' PROGRAM ON NBC RADIO

Mary Martin will appear in a special 'Peter Pan'
program, Saturday, Dec. 1 (NBC Radio Network, except
WMA, 11 A.M.-1:00 noon, EST). Miss Martin and
commentator Ed Griffin will tell the classic fairy
story and will play the new recordings from the
popular musical version now on Broadway, starting
Miss Martin.

In addition to Miss Martin, who will appear in
person on the program, and be heard on the records,
the voices of Cyril Ritchard, Kelly Nolan and Murray
Gillmore will be featured.

Selections from the musical to be heard on the
one-hour program will be "Overture," "Prologue,"
"Tender Goodnight," "I've Got a Snow," "Never-Never
Land," "I'm Flying," "Whispering Willows," "Home's
White," "Strike Long," "Rockin' Time," "Distant"
"Windy," "Taranterella," "I Won't Give Up," "On My
"Mysterious Lady" and "Up-A-Tree."

The program will be produced by George Jessel.

'LUX VIDEO THEATRE' OBTAINS RIGHTS TO MORE
MAJOR FILMS FOR 'LIVE' DRAMATIZATIONS

Acquisition of two Paramount properties and one Seymour Nebenzal production completes the lineup of LUX VIDEO THEATRE "live" adaptations through the rest of this year.

The Paramount properties are "Double Indemnity," Dec. 16, and "September Affair," Dec. 23. The Nebenzal production is "The Chase," Dec. 30. Previously announced were two Columbia properties, "Craig's Wife," Dec. 2, and "Ladies in Retirement," Dec. 9.

Hit motion pictures which have been adapted for "Lux Video" so far this season have come from Paramount, Warner's, Columbia and United Artists. The show is seen weekly over NBC-TV (Thursdays, 10 to 11 p.m., EST).

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NBC RADIO TO BROADCAST TALK BY ADLAI STEVENSON

An address by Adlai E. Stevenson, 1952 Democratic candidate for the Presidency, will be broadcast by NBC Radio Thursday, Dec. 2 (10:30-11 p.m., EST), when he speaks before the American Committee for the Weizmann Institute of Science at its annual dinner, at the Waldorf-Astoria Hotel in New York.

On this occasion Dewey D. Stone, chairman of the board of the institute, will present Stevenson with an honorary fellowship in the Weizmann Institute of Science.

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'LIVE VIDEO THEATRE' OBTAINING RIGHTS TO WORK

MAJOR FILMS FOR 'LIVE' ENTERTAINMENT

Acquisition of two Paramount properties and one
Paramount-MGM production completed the lineup of
live video theatre "live" adaptations through the
rest of this year.

The Paramount properties are "People's Intimacy,"
Dec. 16 and "Dorothy's Affairs," Dec. 23. The live-
and production is "The Chase," Dec. 30, previously
scheduled were two Columbia properties, "Crash's
Life," Dec. 2, and "Ladies in Retirement," Dec. 9.
All motion pictures which have been added to
"Live Video" so far this season have come from live-
action, Paramount, Columbia and United Artists. The
show is now ready, even M-1-TV (Thursday)
in its 11th year.

NEW SERIES TO BROADCAST LIVE BY LIVE ENTERTAINMENT

An address by Alfred E. Stevenson, 1912 Democratic candidate
for the Presidency, will be broadcast by LIVE ENTERTAINMENT
(10:30-11 p.m., EST), when he speaks before the American Committee
for the Relief of Russian Refugees at the Waldorf-Astoria Hotel in New York.
On this occasion, Henry O. Brown, chairman of the board of the
committee, will present Stevenson with an honorary citizenship in the
United States of America.

CREDITS FOR 'CAMILLE' ON 'KRAFT TELEVISION THEATRE'

TIME: NBC-TV, Wednesday, Dec. 1,
9 p.m., EST.

STORY: "Camille," by Alexander
Dumas, Jr.

CAST: Camille...Signe Hasso
Armand....Jacques Bergerac
Duval.....Charles Andre
Prudence..Lilia Skala
Nanine....Yvonne Rudie
Comte de
Varville..Peter von Zerneck
Olymphe...Vilma Kurer

PRODUCER-DIRECTOR: Maury Holland

DESIGNER: Duane McKinney

ANNOUNCER: Ed Herlihy

SPONSOR: Kraft Foods Co.

AGENCY: J. Walter Thompson

ORIGINATION: Live from New York

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NBC-New York, 11/29/54

ITALIAN SOPRANO RENATA TEBALDI, NOTED IN OPERA AND RECORDINGS,
WILL MAKE U.S.A. RADIO NETWORK DEBUT ON 'TELEPHONE HOUR'

Soprano Renata Tebaldi will make her network radio debut in America on the TELEPHONE HOUR Monday, Feb. 7, 1955 on NBC (9 p.m., EST).

Miss Tebaldi will also make her Metropolitan Opera debut one week earlier. Widespread interest in her American appearances has been created through reports of her operatic triumphs in Europe and her recordings.

Miss Tebaldi's voice is currently being heard by American moviegoers in the film version of Verdi's opera "Aida," which was produced in Italy.

Early in her career the soprano was invited to appear in a post-war concert reopening the great La Scala opera house in 1946 with Arturo Toscanini conducting. Her success then guaranteed a brilliant career.

Miss Tebaldi thus joins the list of great artists who appear on "The Telephone Hour" week after week throughout the year. This Fall the noted Viennese soprano Irmgaard Seefried made her debut on the program, as did the young "Met" soprano Lucine Amara. Music director Donald Voorhees and producer Wallace Magill continue to add to the already brilliant roster of vocal and instrumental stars both noted artists and promising unknowns.

Such great stars as Fritz Kreisler, Maggie Teyte and Clifford Curzon were first brought to American radio audiences on this program. Young artists like Barbara Gibson, Michael Rabin and Lucile Cummings have started their now successful careers on "The Telephone Hour" thanks to the policy of Voorhees and Magill.

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NBC-New York, 11/29/54

ITALIAN SOVIET RENAISSANCE TRUST, NOTED IN COLUMBIA AND WOODWARD,

WILL MAKE U.S.A. RADIO NETWORK TRUTH ON TELEPHONE HOUR

FORWARD-RENAISSANCE TRUST WILL ASK FOR PROPOSAL TRUTH DEBATE IN

AMERICA ON THE TELEPHONE HOUR MONDAY, FEB. 7, 1933 ON 150 (3 P.M.)

(337)

Miss Tolsted will also make her first public appearance in
week earlier. Miss Tolsted's interest in her American appearance has
been covered through reports of her operatic experience in Europe and
her recordings.

Miss Tolsted's voice is especially being heard by American
listeners in the film version of Verdi's opera "Aida" which was
produced in Italy.

Actively as her career she appears was invited to appear in a
post-war concert representing the great in Spain given in 1946 with
Arturo Toscanini conducting. Her success then guaranteed a brilliant
career.

Miss Tolsted then joins the list of great artists who appear
on "The Telephone Hour" week after week throughout the year. This list
the noted Viennese soprano Ingrid Bergman, Swedish soprano, and
program as did the young "Hot" soprano Lucie Arnaz. Music director
Ronald Vachon and producer William Hall continue to add to the
already brilliant roster of vocal and instrumental stars both noted
artists and promising unknowns.

Such great stars as Fritz Kreisler, William Tell and Gullone
Quinn were first brought to American radio audiences on this program.
Young artists like Barbara Gifford, Richard Taub and Lucie Arnaz
have earned their now successful careers on "The Telephone Hour".
Thanks to the policy of Vachon and Hall.

THE NEW YORK, 11/22/32

'HORIZONS OF HOPE' IN CANCER RESEARCH

- - -

Animated Film Report Produced by Sloan Foundation to Be Shown
For First Time on 'American Inventory'

The first public showing of "Horizons of Hope," an animated film report for the layman on current progress in cancer research, will be given on NBC-TV's AMERICAN INVENTORY program Sunday, Dec. 5 (12:30 p.m., EST).

The Alfred P. Sloan Foundation produced the film, which will subsequently be made available on a loan basis to schools, medical groups and other community organizations.

Script and film were developed by John Sutherland Productions, whose writers and artists worked for more than a year in consultation with leading cancer authorities -- particularly with the group headed by Dr. Cornelius P. Rhoads of the Sloan-Kettering Institute for Cancer Research, at New York City's Memorial Center for Cancer and Allied Diseases.

"Horizons of Hope" describes some of the more promising techniques currently being developed by researchers in the United States. It indicates that research thus far has inspired high hopes, and that in the foreseeable future scientists may achieve their final goal in finding a cure for disseminated cancer and eventually a means of preventing it.

Sutherland and his staff have translated complex scientific concepts into easily understood, dramatic pictorial terms. Ingeniously animated sequences visualize for the layman such approaches to cancer research as the use of antibodies, as a kind of special "police force" which gangs up and destroys invading organisms.

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Dr. Goldsworthy 26

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JEANNE R. HOMM IS NEW OFF-CAMERA COOKING EDITOR ON 'HOME'

Jeanne Regina Homm has joined the HOME show (NBC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST) as off-camera cooking editor. She replaces Nancyann Graham, who now appears as the on-the-air interior decorations editor.

Miss Homm attended public schools in her native Chicago and is a graduate of the University of Illinois, where she received a Bachelor of Science in Home Economics and also studied journalism and speech. She was formerly associate editor of "Foods and Household Equipment," a magazine published by Farm Journal, Inc.; director of Home Economics for the International Harvester Company, director of the Experimental Kitchen for EKCO Products Company, associate editor of cookbooks for Consolidated Book Publishers, Chicago; and a control chemist for Hospital Liquids, Inc., Chicago.

She will help prepare material for the food segments of "Home" together with Kit Kinne, the program's regular on-camera food editor.

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NBC-New York, 11/29/54

JENNIFER R. HORN IS NEW OFF-CAMERA COOKING EDITOR ON 'HOME'

Jennifer R. Horn has joined the HOME show (WNC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST) as off-camera cooking editor. She replaced Kathryn Gorman, who now appears as the on-camera interior decoration editor.

Miss Horn attended public schools in her native Chicago and is a graduate of the University of Illinois, where she received a Bachelor of Science in Home Economics and also studied Journalism and Speech. She was formerly associate editor of "Food and Household Equipment," a magazine published by Farm Journal, Inc., director of the Experimental Kitchen for the International Harvester Company, director of the Experimental Kitchen for KEO Products Company, associate editor of cookbooks for Consolidated Book Publishers, Chicago; and a control specialist for Hospital Products, Inc., Chicago.

She will help prepare material for the food segments of "Home" together with Kit Kinner, the program's regular on-camera food editor.

CREDITS FOR 'JUVENILE JURY' ON NBC-TV

PROGRAM: JUVENILE JURY

TIME: NBC-TV, Sundays, 4 to
4:30 p.m., EST, starting
Dec. 5, 1954.

FORMAT: Panel program with youngsters
offering solutions to
problems submitted by
children and adults. Guest
stars to appear weekly.

MODERATOR: Jack Barry.

PANEL: Rotating panel of five
children between the ages
of five and 12 years.

PRODUCER: Barry, Enright and Friendly,
Inc.

DIRECTOR: Craig Allen.

SUPERVISOR: Mike Oppenheimer.

SPONSOR: Pharmaceuticals, Inc., for
Geritol, Geritol Junior and
Serutan, starting Jan. 9,
1955.

AGENCY: Edward Kletter Associates,
Inc.

ORIGINATION: New York.

ORIGINAL STARTING
DATE ON TV: June 19, 1951.

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NBC-New York, 11/29/54

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TRADE NEWS

November 30, 1954

SIX SYLVANIA AWARDS WON BY NATIONAL BROADCASTING COMPANY,
INCLUDING 'GRAND AWARD' FOR NETWORK'S 'MEDIC' SERIES

- - -

Honors Go to George Gobel 'Three, Two, One...Zero,' 'Man on
Mountain Top,' 'Philco-Goodyear TV Playhouse'
and WRC-TV's 'Our Beautiful Potomac'

The National Broadcasting Company's MEDIC program last night received the Sylvania Television Grand Award as "the most outstanding program on television."

The Grand Award, which has been given only once before, was one of six Sylvania Awards won by NBC.

MEDIC was cited for "the worth of its content, the impact of its presentation, and the dignity of its purpose" by the Sylvania Committee of Judges, which presented the annual awards at a dinner last night at the Hotel Pierre in New York. The committee said it considered "Medic" to be "a truly great contribution to the advancement of television." The only previous recipient of the Grand Award was NBC's "Victory at Sea."

(more)

2 - Sylvania Television Awards

Thomas McAvity, NBC Vice President in Charge of Television Network Programs, accepted the awards in behalf of NBC.

GEORGE GOBEL, appearing regularly on television for the first time this season, won an award as "the television comedian of the year." The committee said that Gobel was "an intuitive comedian" who has brought "a fresh note of delivery to television." "He is in the tradition of the great monologists," the committee said. "His timing and delivery are superb, and his appeal is in no sense limited."

THREE, TWO, ONE...ZERO, a study of atomic energy, was voted "the documentary program of the year." The committee said that the program reconstructed "the entire history of the atom, from its first mention in the days of ancient Greece to the most recent experiments in harnessing it for peaceful use." "The program presented the problem of the future use of the atom vividly and succinctly," the committee said.

MAN ON MOUNTAIN TOP (presented on NBC-TV's PHILCO TELEVISION PLAYHOUSE) was selected by the committee as "the finest original teleplay of the year." The judges called particular attention to the writing of Robert Alan Aurthur, the direction of Arthur Penn, the "superb cast and excellent production." "This play contained moments of sheer brilliance," the committee said.

PHILCO-GOODYEAR TELEVISION PLAYHOUSE was voted by the judges "the best dramatic series." The committee cited its "excellent writing, direction, and acting," as well as the "physical production of a high professional order." "By concentrating on character development in stories dealing with basic human values and issues,"

(more)

Thomas Mervin, who was president in charge of television

network programs, accepted the award in behalf of NBC.

GEORGE ROBERT, appearing regularly on television for the

past three years, was an award as "the television comedian of

the year." The committee said that Robert was "an intuitive comedian"

who has brought "a fresh note of delivery to television." He is

the tradition of the great comedians, the committee said, "his

timing and delivery are superb, and his appeal is in no sense limited."

THREE, TWO, ONE... (1954) a study of atomic energy, was voted

the documentary program of the year. The committee said that the

program reconstructed "the entire history of the atom from the time

when in the days of ancient Greece the world's first scientists

pondering it for generations ago." The program presented the

quest of the future and of the atom vividly and objectively."

A committee said.

MAN ON MOUNTAIN TOP (presented on NBC-TV's PHILCO THEATRE

TELEVISION HOUR) was selected by the committee as "the finest

television play of the year." The judges called it "a masterpiece of

the writing of Robert Alan Caplan, the director of Arthur Penn,

a "masterly and excellent production." The jury consisted

of three members. The committee said.

PHILCO-DOUGLAS TELEVISION HOUR was voted by the judges

the best dramatic series. The committee cited its "excellent

acting, direction, and editing, as well as the "physical production

a high professional order." It recommended an excellent

element in stories dealing with basic human values and issues."

3 - Sylvania Television Awards

the committee said, "the programs use television's greatest asset -- the intimacy it establishes between the studio performer and the home viewer."

OUR BEAUTIFUL POTOMAC, a series which appeared on NBC-owned-and-operated WRC-TV, Washington, D.C., received the award for "local public service." The series, which was designed to call public attention to the condition of the Potomac, "succeeded admirably," the committee said. "Action directly traceable to the programs has already been taken to clean up the Potomac," the committee said. "This was public service of the highest order."

Summing up the year in television, the committee called attention to the increased volume of programming. "Early morning TV is now a widespread reality -- and the post-midnight period seems finally to be breaking away from the dominance of vintage movies," the judges said. This was an apparent reference to NBC's TODAY, the first of the early morning programs, and to NBC's TONIGHT, which began this year as the first post-midnight program.

The committee also cited the beginning of regularly scheduled color telecasts. "Those who have worked so hard to make color television a reality must be credited with courage and vision in adding this exciting new dimension to the medium," the committee said.

The citations and awards for NBC programs were as follows:

"For the most outstanding program on television,
'Medic': In its four-year history, the Committee of Judges has presented its Grand Award to only one program. This was 'Victory at Sea' -- a brilliant television series that

(more)

The committee said, "The program was television's greatest success -- the intimacy it established between the studio performer and the home viewer."

THE BEAUTIFUL POTOMAC, a series which appeared on NBC-4 and covered WNCN-TV, Washington, D.C., received the award for local public service. The series, which was designed to call public attention to the condition of the Potomac, "necessitated," the committee said, "action directly traceable to the program was already taken to clean up the Potomac." The committee said, "This was public service of the highest order." Summing up the year in television, the committee said, "In addition to the numerous volumes of programming, 'Early Morning TV' was a new and important reality -- and the post-midnight period began finally to be breaking away from the dominance of vintage movies," the judges said. "This was an important reference to NBC's TODAY, the first of the early morning programs, and to FOX's TRUTH, which began this year as the first post-midnight program."

The committee also cited the beginning of regularly scheduled after-dinner. "Those who have worked so hard to make their television reality must be credited with courage and vision in adding this exciting new dimension to the medium," the committee said. The elections and awards for 1955 programs were as follows: "For the most outstanding program on television, 'Mafia': In its four-year history, the Committee of Judges has presented the Grand Award to only one program. This has 'Victory at Sea' -- a brilliant television series that

realized the full potential of television as a medium of entertainment, information and public service. This year, a comparative newcomer deeply impressed us with the worth of its content, the impact of its presentation, and the dignity of its purpose. We felt no hesitation in selecting it as a truly great contribution to the advancement of television. The hero of 'Medic' is medicine itself. Therein lies its strength. Its perfection of technique underscores its theme: the unending struggle of the medical profession for the preservation and betterment of human life."

{The Grand Award was presented to James E. Moser, creator and writer. Other awards were presented to Worthington Miner, executive producer; the Dow Chemical Company and the National Broadcasting Company. Certificates of merit were presented to Frank LaTourette, producer; Bernard Girard, director; the Los Angeles County Medical Association; and MacManus, John & Adams, Inc., the advertising agency representing the Dow Chemical Company.)

* * * *

"For the Television Comedian of the year, George Gobel: George Gobel has brought a fresh note of delivery to television. He is in the tradition of the great monologists. His timing and delivery are superb and his appeal is in no sense limited. One of the committee summed up our delight with this intuitive comedian in the phrase, 'He thinks funny'. We hope he will keep on thinking funny on television for a long time to come."

(more)

realized the full potential of television as a medium of entertainment, information and public service. This year, a comparative newsmen society impressed us with the worth of its content, the impact of its presentation, and the dignity of its purpose. We felt no hesitation in selecting it as a truly great contribution to the advancement of television. The news of America is medicine itself. There is also its strategy. Its presentation of technique underscores its theme: the handling of the medical profession for the preservation and betterment of human life.

(The Grand Award was presented to James H. Hooton, writer. Other awards were presented to Washington Post, executive producer; the Dow Chemical Company and the National Broadcasting Company. Certificates of merit were presented to Frank T. Brown, producer; Bernard Girard, director; the Los Angeles County Medical Association; and Mathias, John & Adams, Inc., the advertising agency representing the Dow Chemical Company.)

"For the Television Commission of the year, George Gobel: George Gobel has brought a fresh note of delivery to television. He is in the tradition of the great monologists. His timing and delivery are superb and his appeal is in no sense limited. One of the qualities that set up our delight with this fantastic comedian in the phrase, 'He shines funny'. We hope he will keep on shining funny on television for a long time to come."

5 - Sylvania Television Awards

(Awards were presented to George Gobel and the National Broadcasting Company.)

* * * *

"For the Documentary Program of the year, 'Three, Two, One...Zero': The same team that brought us 'Victory at Sea' reconstructed in film and words and music the entire history of the atom, from its first mention in the days of ancient Greece to the most recent experiments in harnessing it for peaceful use. The program presented the problem of the future use of the atom vividly and succinctly. The solution, as Dr. Albert Einstein has so aptly stated, 'lies in the minds and hearts of men.'"

(Awards were presented to Henry Salomon Jr., producer and co-writer; and the National Broadcasting Company.)

* * * *

"For the finest original Teleplay of the year, 'Man On Mountain Top': There were many fine plays offered on television this year, but we believe Robert Alan Aurthur's study of an unloved genius who is reduced to the status of an intellectual freak was the best of them all. Arthur Penn's direction showed taste and sensitivity, and the program was blessed with a superb cast and excellent production. This play contained moments of sheer brilliance."

(Awards were presented to Robert Alan Aurthur, writer; Arthur Penn, director; and the National Broadcasting Company. "Man on Mountain Top" was presented on "Philco Television Playhouse.")

* * * *

(more)

(Amends were presented to the National Broadcasting Company.)

(Amends were presented to the National Broadcasting Company.)

"For the National Broadcasting Company of the year, 1954, the

Company, the year was one of the most successful in its history.

It was characterized by high standards and high quality of

production of the year, high standards in the days of

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"For the best Dramatic Series, 'Philco-Goodyear Television Playhouse': This series maintains a consistent level of quality that places it in the forefront of creative dramatic presentations. Excellent writing, direction, and acting are enhanced by physical production of a high professional order. By concentrating on character development in stories dealing with basic human values and issues, the programs use television's greatest asset -- the intimacy it establishes between the studio performer and the home viewer."

(Awards were presented to Fred Coe, former producer; Gordon Duff, current producer; Philco Corporation; Goodyear Tire and Rubber Company, Inc.; and the National Broadcasting Company. Certificates of Merit were presented to Hutchins Advertising Company, Inc., and Young & Rubicam, Inc., agencies for the respective sponsors.)

* * * *

"For local Public Service, 'Our Beautiful Potomac': This six-program series was not intended as television entertainment. It was designed to startle viewers into action by focusing attention upon the shocking condition of the once beautiful river that flows through the nation's capital. It succeeded admirably. Action, directly traceable to the programs, has already been taken to clean up the Potomac. Congressional legislation, similarly stimulated, is pending. This was public service of the highest order."

(Awards were presented to Stuart Finley, producer and narrator, and WRC-TV, Washington, D.C.)

-----O-----

NBC-New York, 11/30/54

"For the best dramatic series, 'Hilltop-Goodyear Tele-

vision Nightclub': This series maintains a consistent level of quality and places it in the forefront of creative dramatic presentations. Excellent writing, direction, and acting are enhanced by physical production of a high professional order. By concentrating on character development in stories dealing with basic human values and issues, the programs use television's greatest asset -- the intimacy it establishes between the studio performer and the home viewer."

(Awards were presented to Fred Goz, former producer; Gordon T. Cantant producer; Hilltop Corporation; Goodyear Tire and Rubber Company, Inc.; and the National Broadcasting Company. Certificates were presented to Hutchins Advertising Company, Inc., and King & Robinson, Inc., agencies for the respective sponsors.)

* * *

"For Local Public Service, 'Our Beautiful Tomorrow': This six-program series was not intended as television entertainment. It was designed to stir viewers into action by focusing attention upon the shocking condition of the once beautiful river that flows through the nation's capital. It succeeded admirably. Action, directly traceable to the programs, has already been taken to clean up the Potomac. Congressional legislation, similarly stimulated, is pending. This was public service of the highest order."

(Awards were presented to Stuart Finley, producer and

actor, and WRC-TV, Washington, D.C.)



color television presents

A MAX LIEBMAN PRODUCTION

REVUE SCENES, SONGS AND CAST FOR 'SPOTLIGHT' COLORCAST
ON NBC SUNDAY, DEC. 5, 7:30 TO 9 P.M., EST

(From NBC-TV Colonial Theatre, New York)

Opening Production Number

Jimmy Durante, Jack Buchanan and Chorus Girls

Dialogue

Jack Buchanan and Jimmy Durante

"Start off Each Day with a Song"

Jimmy Durante, Jack Buchanan, Jeannie Carson, Pat Carroll

Dressing Room Scene

Jimmy Durante - Jack Buchanan

"Lilly of Laguna"

Jack Buchanan

Dialogue

Jeannie Carson - Jimmy Durante

"Roamin' in the Gloamin'"

Jeannie Carson

Playlet - "Chance Meeting"

Buchanan, Durante, Carson, Carroll

"September Song"

Jimmy Durante

(more)

THE FIRST PART OF THE HISTORY OF THE
 REFORMATION OF THE CHURCH OF ENGLAND

BY JOHN CALVIN

TRANSLATED BY

JOHN CALVIN

1540

THE SECOND PART OF THE HISTORY OF THE

REFORMATION OF THE CHURCH OF ENGLAND

BY JOHN CALVIN

TRANSLATED BY

JOHN CALVIN

1540

THE THIRD PART OF THE HISTORY OF THE

REFORMATION OF THE CHURCH OF ENGLAND

BY JOHN CALVIN

TRANSLATED BY

JOHN CALVIN

1540

THE FOURTH PART OF THE HISTORY OF THE

REFORMATION OF THE CHURCH OF ENGLAND

BY JOHN CALVIN

2 - Revue Scenes -- 'Spotlight'

"Choreography"

Jack Buchanan with dancing chorus

"If I Was a Boy"

Jeannie Carson

"Octet"

Jack Buchanan with chorus

"Apache"

Jack Buchanan, Jeannie Carson, Pat Carroll

Jimmy Durante and entire company.

* * * *

(NOTE TO EDITORS: Schedule of Sonja Henie's Ice Show
portion of 'SPOTLIGHT' is on following page.)

- - -

(more)

"COLUMBIAN"

Jack Buchanan with singing group

"If I Was a Boy"

Jessie Carson

"Over"

Jack Buchanan with chorus

"Alone"

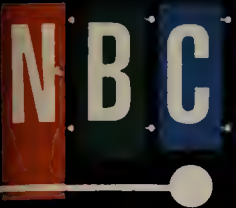
Jack Buchanan, Jessie Carson, Pat Carroll

Jimmy Durante and singing company

(NOTE TO EDITORS: Schedule of Radio News is 1-10 News)

portion of "SPOTLIGHT" is on television also.)

(over)



color television presents

A MAX LIEBMAN PRODUCTION

SONJA HENIE'S SCENES, SPECIALTIES AND CAST DURING 'SPOTLIGHT'
COLORCAST ON NBC SUNDAY, DEC. 5, 7:30 TO 9 P.M., EST

- - -

(from NBC-TV Brooklyn Studios)

SONJA HENIE ICE SHOW

Ensemble Picture Opening

Solo Skating

Sonja Henie

Trio

Sonja Henie and two members of troupe.

Kaleidoscope on Ice

Entire Sonja Henie Troupe

Comedy Skating

Paul Andre

Ensemble

Sonja Henie and Company

-----O-----

NBC-New York, 11/30/54

TOOTSIE ROLLS BUYS 2 PARTICIPATIONS PER SHOW FOR
13 WEEKS ON 'HAPPY FELTON'S SPOTLIGHT GANG'

Tootsie Rolls of Hoboken, N.J., for its candy products, fudge mix and cake frosting, has purchased two participations per show on HAPPY FELTON'S SPOTLIGHT GANG (NBC-TV including WRCA-TV, Saturdays, 10 a.m., EST).

Sponsorship started with the Nov. 27 show and is for a 13-week period. The order was placed through Moselle & Eisen of New York.

The program leads off a special Saturday morning network grouping designed especially for children. Tootsie Rolls also sponsors THE PAUL WINCHELL AND JERRY MAHONEY SHOW, which follows the Happy Felton show at 10:30 a.m.

"Spotlight Gang" features films of outstanding variety and circus acts followed by a quiz based on the films. Children at home are also eligible for prizes.

-----O-----

NBC-New York, 11/30/54

TOOTIE ROLLS SHOW A PARTICIPATION FOR SHOW FOR

IT WERE ON 'HAPPY' SPOTLIGHT GANG

Tootie Rolls of Hollywood N.Y., for the early (Wednesday)

and the early (Thursday) and the early (Friday) and the early (Saturday)

and the early (Sunday) and the early (Monday) and the early (Tuesday)

and the early (Wednesday) and the early (Thursday) and the early (Friday)

and the early (Saturday) and the early (Sunday) and the early (Monday)

and the early (Tuesday) and the early (Wednesday) and the early (Thursday)

and the early (Friday) and the early (Saturday) and the early (Sunday)

The program leaves off a special Saturday morning network

coupling designed especially for children. Tootie Rolls also

consists THE LAUD VINCENTS AND JERRY MANNING SHOW, which follows the

and the early (Saturday) and the early (Sunday) and the early (Monday)

"Spotlight Gang" features films of outstanding variety and

and the early (Tuesday) and the early (Wednesday) and the early (Thursday)

and the early (Friday) and the early (Saturday) and the early (Sunday)

November 30, 1954

FULL-HOUR RADIO TRIBUTE TO ERNEST HEMINGWAY DEC. 15
WILL HONOR AUTHOR FOR NOBEL PRIZE AWARD

A full-hour radio salute to novelist Ernest Hemingway will be presented by NBC's News Department Sunday, Dec. 19 (7 to 8 p.m., EST).

The show, which will stress the power inherent in the man and his writings, will be offered to honor his acceptance of the Nobel Prize on Dec. 10. The prize, which many readers felt was long overdue, was awarded for his latest book, "The Old Man And The Sea."

Well-known critics will appear on the show -- some to blast, some to praise Hemingway. Famous actors will deliver readings from "For Whom the Bell Tolls," "A Farewell to Arms" and "The Old Man And The Sea."

And the story of a little-known duel to which Hemingway was challenged will be told.

-----O-----

November 30, 1934

FULL-HOUR RADIO THEATRE TO PRESENT HEMINGWAY PLAY, IS
WILL HONOR AUTHOR FOR NOBEL PRIZE AWARD

A full-hour radio salute to novelist Ernest
Hemingway will be presented by NBC's News Department
Sunday, Dec. 19 (7 to 8 p.m., EST).

The show, which will stress the power inherent
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Well-known critics will appear on the show --
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actors will deliver readings from "For Whom the
Bell Tolls," "A Farewell to Arms" and "The Old Man
and The Sea."

And the story of a little-known play to which
Hemingway was challenged will be told.

DON CRAIG DIRECTS OCTETTE IN YULETIDE SONGS ON 'HOME'

An octette -- four men and four women -- directed by Don Craig, is featured on the HOME show (NBC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST), singing carols and other holiday music between now and Christmas. The singers will appear on the program three times a week until the week preceding Christmas, when they will appear each day.

Members of the group are Christine Palmer, Mary Hixon, Bernadine Read, Johanna Gillman, Russell Oberlin, Ray Cook, William Hudson, David Carter and conductor Don Craig.

Craig formerly was the trainer of the Fred Waring Radio Glee Club, has performed on many radio and television programs, and has become well known throughout the country as a professional choral conductor and bass singer. In recent years he has become increasingly active in the music education field and, to date, has directed more than 20,000 students in 54 festivals and clinics.

-----O-----

NBC-New York, 11/30/54

DON CHAIR DIRECTOR OF THE INSTITUTE OF THE HOME
 An article -- from him and last week -- appeared
 by Don Chair, is featured on the HOME show (WBC-TV,
 Monday-Friday, 11 a.m. to 12 noon, EST) singing
 songs and other holiday music between him and Chair-
 men. The singers will appear on the program first
 thing a week until the week preceding Christmas, when
 they will appear each day.
 Members of the group are Christine Palmer, Mary
 Hixon, Patricia Ford, Teresa Gilman, Beverly
 Oberlin, Gay Cook, William Hudson, Emily Foster and
 conductor Don Chair.
 Chair formerly was the director of the first War-
 ing Radio Club. has performed on many radio and
 television programs, and has become well known
 throughout the country as a professional showman con-
 ductor and band leader. In recent years he has become
 increasingly active in the radio education field and,
 in 1968, has directed more than 60,000 students in
 his festive and singing.

DIXON AND YATES TO 'MEET THE PRESS'

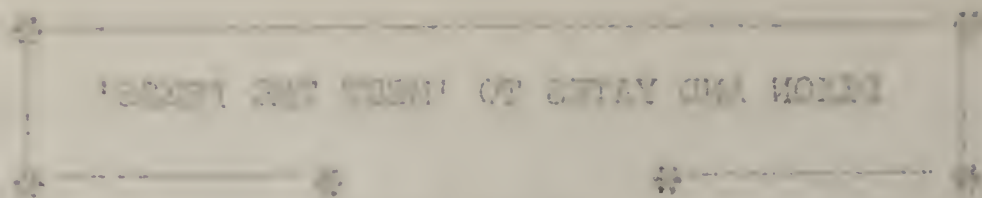
Dixon and Yates -- the men whose names have become as well known as a song title -- will appear in person on NBC-TV and Radio's MEET THE PRESS Sunday, Dec. 5 (TV, 6 p.m., EST; Radio, 10:35 p.m., EST).

Edgar H. Dixon and Eugene A. Yates, private utility executives, will answer the questions of a panel of interviewers. Their television and radio appearance takes place on the eve of the Securities and Exchange Commission's hearing into the pros and cons of the private power contract. The hearing opens Dec. 6.

Interviewing the pair will be Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; William Shannon of the New York Post and Richard Wilson of the Cowles Publications. NBC commentator Ned Brooks will be moderator. The program will originate in the NBC studios in Washington, D.C.

-----O-----

NBC-New York, 11/30/54



Dixon and Yates -- The man whose name has become as well known as a song title -- will appear in person on NBC-TV and Radio's MEET THE PRESS Sunday, Dec. 5 (TV, 8 p.m.; Radio, 12:30 p.m.).

Roger M. Dixon and Thomas A. Yates, private security men, will answer the questions of a panel of interviewers. Their elevation and rapid response from places as far as the Arctic and Antarctic and Antarctic Comptrols, testing into the pros and cons of the private power company. The meeting opens Dec. 5.

Interviewing the pair will be Leonard Silver, owner-president and permanent panel member of "Meet the Press"; William Shuman of the New York Post and Richard Wilson of the Columbia Broadcasting System. The program will originate from the NBC studios in Washington, D.C.